

INNOVATION INSIGHT:




An Approachable Adventure Method to Flavor Radar® Pairings



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Developing a great tasting product is only one step of the equation. Eventually, your consumer will become hungry for a new experience, and your next move towards innovation is critical. We've talked about "Approachable Adventure" when it comes to flavor pairing before, a concept of pairing a more approachable or familiar flavor with a more adventurous flavor. The idea entices consumers with something they already know that they like and excites them with something different. We're taking a look at flavors featured on FONA's 2021 Flavor Radar® and providing some flavor pairing inspiration through approachable adventure.

Let's take a look and see where you might be able to find opportunity for your brand.



FLAVOR	INDULGENT	FRUIT-FORWARD	UNIQUE
 <p>OSMANTHUS The tiny white (sometimes yellow) flowers provide an aroma similar to that of an apricot and ripe peaches. We're mapping Osmanthus as a Novel flavor, as we've seen launches with Osmanthus in fine dining and mixology, with a few global launches.</p>	<p>Vanilla Caramel Honey</p>	<p>Blueberry Plum Nectarine</p>	<p>Pistachio Matcha Pink Peppercorn</p>
 <p>ELDERBERRY A tart fruit, elderberries can be eaten raw but are better cooked for jams, pies, and homemade wine. We're mapping elderberry as a Mainstream flavor, due to the rise in popularity of the past few years as elderberry is known for boosting the immune system and widely used in vitamins and dietary supplements.</p>	<p>Pie Dark Chocolate Yogurt</p>	<p>Blackberry Lemon Raspberry</p>	<p>Ginger Chamomile Apple Cider Vinegar</p>
 <p>HUCKLEBERRY A wild, blue-black berry that closely resembles (and is often mistaken for) the blueberry, the huckleberry has thicker skin and is slightly less sweet and more astringent. Huckleberries are good eaten fresh or in baked goods or cocktails. Though it's a specific varietal of berry, we're mapping huckleberry as a Mainstream flavor.</p>	<p>Cobbler Cheesecake White Chocolate</p>	<p>Orange Fig Cranberry</p>	<p>Rosemary Juniper Cola</p>

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 <p>CHILI PEPPER Chiles vary in length and size and their heat quotient varies from mildly warm to mouth-blistering hot— with the general rule, the larger the chile, the milder it is. Chiles can be consumed fresh or dried and used in various dishes. Consumers love a little heat, so we've placed chili pepper as an Everyday flavor.</p>	<p>Chocolate Coconut Toasted Pecan</p>	<p>Mango Pineapple Guava</p>	<p>Tamarind Cucumber Ginger</p>
 <p>MAPLE Maple refers to the flavor of maple syrup, a reduction of sap taken from the maple tree. Maple sugar, which is about twice as sweet as white sugar, can be created when maple syrup is boiled until all of the water has evaporated. Consumers are falling for this seasonal flavor that we've mapped as an Everyday flavor.</p>	<p>Vanilla Caramel Brown Sugar</p>	<p>Blueberry Banana Lemon</p>	<p>Pumpkin Thyme Sage</p>



About FONA's Flavor Radar: FONA's Flavor Radar uses a mix of current data points from industry-renowned databases and in-depth analysis on how a flavor trend is affecting the food and beverage industry. It encompasses four categories: Novel, Up & Coming, Mainstream and Everyday that are driven by FONA's expert analysis of a comprehensive set of indicators including restaurant menus, new product introductions and print media data.

[CLICK HERE FOR OUR FULL FLAVOR RADAR REPORT!](#)

NEED DETAILS?

From approachable adventure to unique flavor pairings, at FONA, we're always looking to help you create what's next. No matter what stage of innovation you find yourself, we're ready. Let's talk and help you move forward.



ABOUT MOLLY

With 10 years of experience in food and beverage, Molly brings a diverse skillset in beverage development, the culinary arts and consumer expertise. She serves as Innovation Manager on FONA's Beverage team with an eye toward creating impact and growth for valued partners.

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ABOUT GENA

With nearly a decade of experience in B2B and B2C marketing, Gena brings a passion for communicating and connecting with customers and consumers. She serves as Industry Manager on FONA's beverage marketing team with the ultimate goal of providing actionable insights to valued partners.

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