

# FLAVOR NEWS

VOLUME 76 MAY 2021



## Health & Wellness at the Forefront of Consumer Minds

### 3 TRENDS TO CONSIDER

It's been atop consumers' minds for the past year, and will likely remain prominent in the food and beverage industry for a long time to come. Prioritizing health and wellness is of utmost importance to today's consumers.

**Let's take a look at a few key takeaways in this space and see where your brand might be able to capitalize.**







# Health & Wellness

AT THE FOREFRONT  
OF CONSUMER MINDS

## 3 TRENDS TO CONSIDER

**F**rom increased interest in immune health to a self-care takeover and better-for-your-brain — consumers are looking to improve their all-encompassing health and wellness — mind, body *and* soul. Consumer priorities and purchase drivers have shifted to accommodate this health-focused mindset. In fact, according to our own proprietary consumer research, 74% of consumers have been focusing more on the overall health of their family during the pandemic.

And as consumers and manufacturers are searching for the final calm after the storm, launching a new product, let alone understanding your consumer can feel like taking a shot in the dark. At FONA, we're here to help guide you along your product development cycle. We've identified a few key takeaways that will help you move forward and grow.



# 1 Immunity Importance

Today's consumers look to improve their immune health for today and tomorrow. What started with taking preventative measures against COVID-19, has developed into an increased spotlight and a changed outlook on immune function for long-term health. And with 86% of consumers agreeing that eating healthy is important for a strong immune system, brands can simplify the search for wellness by developing great tasting products with added immunity benefits. For product developers, this also means increased innovation opportunity in products with related claims such as reduced stress, improved sleep, gut health and more.



# 2 Mental Health on the Rise

Stay-at-home orders, a global health crisis and general stressors of the past year all took a toll on consumers' mental health and emotional wellbeing. Not only has mental health become a heightened priority, but consumers are also becoming more aware of steps they can take to improve it – starting with their diet. Affordable functional foods that target focus, relaxation, reduced anxiety, mental retention and similar claims have a great outlook in this space.

“Functional formulations and emotionally engaging multisensory products will help food, drink and foodservice brands command a larger share among a myriad of mental and emotional health options.”

- Mintel

(Sources - FONA International Friends of FONA Survey, October 2020; Mintel - Food and Drink Nutrition Claims: Incl Impact of COVID-19 - US - December 2020; Mintel - The Future of Nutrition, Health, & Wellness: 2021)





# 3 Self-Care & Better-for-You

What once may have been looked at as “treating themselves” has now shifted to being a pathway to fuel their body and stay well through their diet. And



*Though the health and wellness space show great opportunity for food and beverage developers, according to Mintel, health benefit alone will not guarantee success. In fact, 28% of consumers care more about taste than nutrition, a noteworthy takeaway for product development.*

as the pandemic has influenced consumers’ crave for comfort foods and familiar flavors, self-care through better-for-you food and beverage has served as a way to guarantee the best of both worlds. Manufactures can find success in offering comforting, great-tasting products that allow consumers to permissibly indulge, from plant-based burgers, functional alcoholic beverages, high-protein ice cream and more.

## Be Someone Your Consumer Can Count On

Consumers are working hard to be the healthiest version of themselves for the long haul. And in a still stressful time, consumers are doing what they can to regain control of their health and wellness. Consumers will move towards a more “normal” life as vaccines are distributed, but you can work to keep them nourished and healthy in the meantime (and beyond). No matter your segment, your development strategy should keep this shift in mind. FONA can help you navigate the health and wellness space. Reach out for help finding your “what’s next”.



At FONA, we believe in keeping a continuous pulse on what consumers find most important. Want to learn more? Sign up for our trends and consumer insights. Email [feedback@fona.com](mailto:feedback@fona.com) or visit [www.fona.com/insights](http://www.fona.com/insights)



# Faces of FONA

## PROMOTIONS



### GENA TIESCH

#### INDUSTRY MANAGER, BEVERAGE

Since joining FONA nearly 2 years ago, Gena has made key contributions to serving our valued Performance Nutrition and Beverage customers through her creativity, sense of ownership and positive attitude. Gena will continue to drive

growth in these segments through collaboration with our technical and sales team to execute marketing campaigns, connect with our customers and use data and insights to support our customers' innovation.



### DAN KUCHTA

#### JUNIOR SCIENTIST

As a Jr. Scientist, Dan will work with our Research & Innovation team where he will continue to bring his can-do energy to develop new encapsulation technologies in his role and drive wins for our customers. Dan has made many positive

contributions to the R&I team specifically in key research initiatives such as TrueTaste® and new encapsulation material evaluation. He has also shown his strong passion for bringing flavor knowledge to new people, participating in many Discover FONA events.



### MELISSA VALENZUELA

#### FOOD SAFETY LEAD

Since joining FONA as a Food Safety Systems Specialist in 2018, Melissa has made significant contributions in our Environmental Monitoring Program, investigation reporting program and audit walks. She has also been a main

contributor to FONA's excellent certification and customer audit scores. In her new role, Melissa will continue to serve our customers with excellence by collaborating with FONA departments to ensure product safety and quality.

## NEW HIRES



### BRIAN MAKELA

#### BEVERAGE INDUSTRY DIRECTOR, ALCOHOL

As Beverage Industry Director, Alcohol, Brian will be responsible for engaging directly with our valued customers in the alcohol segment. He will work closely with our R&D, Sales and Marketing teams to accelerate FONA's growth within this space. Brian joins

FONA with extensive experience in the alcohol industry, having led diverse teams of scientists, engineers and contractors as well as having worked as a technical consultant.

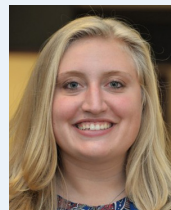


### ELBER TEJADA

#### DIRECTOR OF ENGINEERING & COMMERCIALIZATION

As Director of Engineering & Commercialization, Elber will help deliver excellence in engineering, capital project execution, safety culture & compliance, and continuous improvement and optimization

of our order fulfillment for our valued customers. Elber has experience in the food industry as he has commercialized technologies at food ingredient companies for a large portion of his career.



### KATIE TAMBURO

#### SR. INDUSTRY ASSOCIATE, BEVERAGE

Katie joins FONA as a Sr. Industry Associate for our Beverage team where she will help serve our customers with excellence through developing marketing programs, campaigns, presentations and sales tools. She will be focused on the Dairy, Dairy

Alternative and other non-functional beverage segments while providing support to Performance Nutrition. Katie has an MBA from Depaul University and a Bachelor's in Marketing and Management from The University of Iowa.

## A letter

FROM THE

*President & COO*



As warmer weather finally arrives, flowers and plants are growing all around us here in Chicagoland. Similarly, exciting things are growing and blooming all around the FONA business as we connect and share with our new McCormick family. I'm thrilled with the way FONA's leaders and experts are finding ways

to serve customers and serve each other. It's an exciting time, full of possibilities and innovation. We're continuing unprecedented growth while taking on a brand-new chapter in FONA's history, all while staying true to FONA's core values and commitment to excellence.

So, how can FONA make this a time of growth and new possibilities for you? We are here to help you and your business grow. Email [feedback@fona.com](mailto:feedback@fona.com) and let's get to work for you.

JEREMY THOMPSON,  
*President & COO*

# FLAVOR NEWS

FONA INTERNATIONAL'S QUARTERLY NEWSLETTER

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### FLAVOR NEWS

Volume 76, MAY 2021

Published by FONA International Inc.

630.578.8600

[www.fona.com](http://www.fona.com)



Flavor News is printed on 30% post-consumer recycled paper.



1900 Averill Road  
Geneva, IL 60134 USA

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