

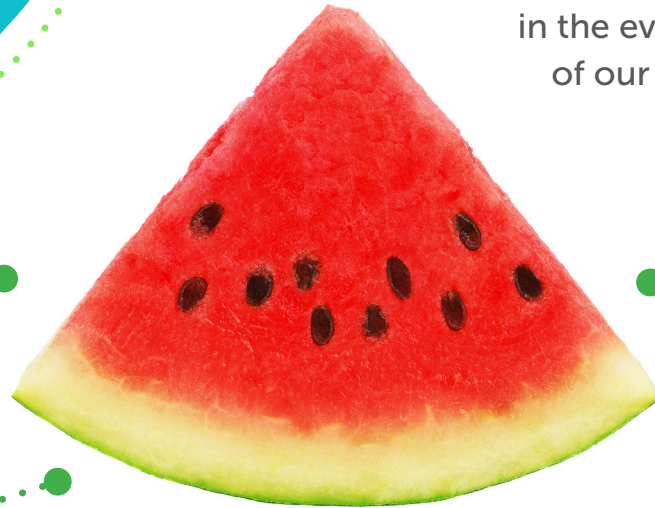
# WATERMELON

## TRENDING FRUIT FLAVOR SPOTLIGHT



### EVERYDAY FLAVOR

Watermelon is appearing  
in the everyday portion  
of our Flavor Radar



### PAIRS WELL WITH:

- Strawberry
- Sour
- Lemonade

**340% GROWTH**  
in watermelon flavored  
energy drinks from  
2019-2020 globally

### TOP PRODUCT CATEGORIES

Sugar & gum  
confectionery, juice drinks,  
and flavored water

### TASTY, FUN, AND REFRESHING

consumer  
descriptions of  
watermelon

## Flavor Radar®



FONA's Flavor Radar is a flavor mapping methodology that trends flavors from novel idea to everyday pantry staple. Using a mix of current data points from industry-renowned databases and an in-depth analysis on how a flavor trend is affecting the food industry, FONA is able to make flavor recommendations for 2021 & beyond.

## NEED DETAILS ON OTHER TRENDING FRUIT FLAVORS?

Contact your Account Executive or visit [www.fona.com/chat](http://www.fona.com/chat)

Even more trend reports and insights can be found at [www.fona.com/insights](http://www.fona.com/insights)