

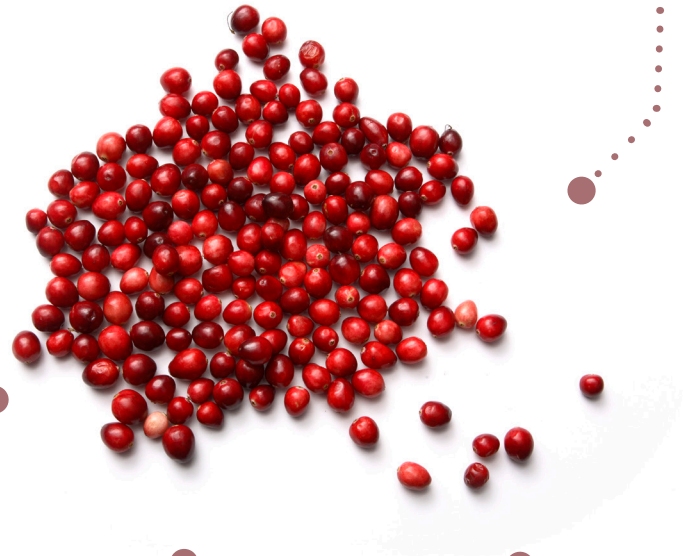
CRANBERRY

TRENDING FRUIT FLAVOR SPOTLIGHT



EVERYDAY FLAVOR

Cranberry is appearing in the everyday portion of our Flavor Radar



PAIRS WELL WITH:

- Orange
- Apple
- Raspberry

600% GROWTH
in cranberry flavored ready-to-drink teas from 2019-2020 globally

TOP PRODUCT CATEGORIES

Snacks, bakery, and juice drinks

HEALTHY, NATURAL, AND TASTY

consumer descriptions of cranberry

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

Even more trend reports and insights can be found at www.fona.com/insights