



PRICKLY PEAR

2021 • FLAVOR INSIGHT REPORT

Named for its pear-like shape and size, the prickly pear (also known as the cactus pear) is the fruit of the cactus and is native to the United States, Mexico and South America. This fruit has a melon-like aroma and a sweet but somewhat less impactful flavor. Prickly pear is making a comeback after several years of decline, especially in the alcoholic beverage category. We are spotting a 60% increase in new product introductions globally and a 67% increase in new menu items from Q2 2020-Q2 2021. Let's take a closer look at prickly pear and see where it is appearing on the menu, in new products and social media.

PRICKLY PEAR

Social Listening Summary

We conducted a social listening analysis on prickly pear covering the previous 12 months. An overview is provided below.



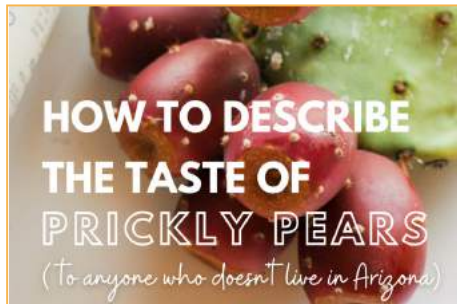
Mentions in the Past Year



51%
Male

Key Consumer Voice

POPULAR POST



Source: NetBase

Blog: [Iconiccocktail.com](https://www.iconiccocktail.com) posted a blog: "Prickly pear is Arizona's THING just like Maine has their lobster, Philly has their cheesesteaks, and Wisconsin has their curds. The valley of the sun has been blessed with little pink gems that grow like wildflowers. If you live here in Phoenix, September is the month when you can't miss them in the wild."

45

PRICKLY PEAR
RECIPES ON
FOODNETWORK.COM

On Foodnetwork.com 45 total recipes appear when searching for prickly pear. The recipes include mostly beverages from prickly pear coolers, prickly pear martinis, margaritas, iced tea and sangria. Food recipes include prickly pear sorbet and even a recipe for quince and prickly pear croquembouche.

7 Prickly Pear Recipes That Are Full of Fruity Flavor

In an August 2021 article from Allrecipes.com, they highlight prickly pear recipes that are full for fruity flavor. "Prickly pears (a.k.a. cactus figs), the edible fruits that grow on the nopales cactus, are as delicious as they are gorgeous. With a sweet and bright flavor that's hard to describe (some people say it tastes like watermelon!), this fresh ingredient adds fruity flavor to everything from cocktails to jams and jellies. In this collection of our best prickly pear recipes, you'll find fantastic new ideas to add to your recipe repertoire."



PRICKLY PEAR

ON THE MENU Q1 2020-Q2 2021

97

PRICKLY PEAR
MENTIONS ON
THE MENU

Casual dining is the top restaurant segment, with beverage as the top menu section with the most prickly pear flavored menu items. Beverages account for 89% of all prickly pear flavored menu items.

Source: Mintel Menu Insights



MENU MENTIONS:

- CASUAL DINING: Prickly Pear Margarita with Patron Silver Tequila, Cointreau, prickly pear juice, lemon and lime juices at Jinga Bistro in Albuquerque, New Mexico.
- CASUAL DINING: Summer Salad with seasonal greens, jicama, fresh mango, crisp green apple, prickly pear vinaigrette at Kachina Southwestern Grill in Westminster, Colorado.
- FINE DINING: Tres Leches Cake described as three milks cake, moist sponge cake, prickly pear Chantilly cream with seasonal fruit at Reposado Restaurant in Palo Alto, California.

Consumer Awareness of Prickly Pear

Prickly pear is gaining consumer awareness according to Datassential's Flavor Tool, it is in the 32nd percentile among all food and flavors, meaning that consumers love prickly pear more than 32% of all other items.

- 16% love or like it
- 60% know it
- 26% have tried it
- Most popular in the West & Midwest regions of the United States

PRICKLY PEAR

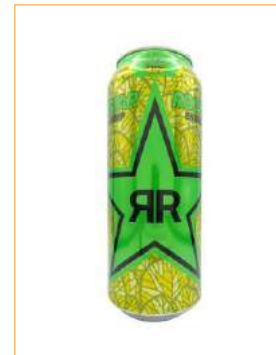
Global New Product Introductions: 2015-2021

102

PRICKLY PEAR
FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **EUROPE** is the top global region for prickly pear flavored new product introductions.
- **JUICE DRINKS** is the top product category globally for prickly pear flavored new products.
- **ORANGE** is the top flavor paired with prickly pear.

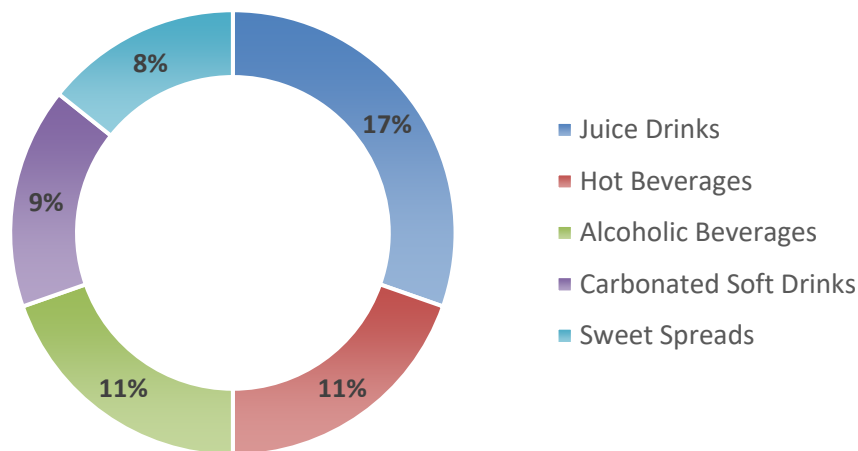


ROCKSTAR PRICKLY PEAR FLAVORED ENERGY + HEMP DRINK: A prickly pear flavored energy drink that contains hemp seed extract, caffeine, B-vitamins, guarana, ginseng and taurine. | Germany



SANPELLEGRINO ORANGE & PRICKLY PEAR SPARKLING WATER: This flavor variety has been added to the range and contains 16% juice. | Costa Rica

TOP PRICKLY PEAR FLAVORED PRODUCT CATEGORIES



TEEKANNE GREEN & WHITE TEA SELECTION: Contains a variety of flavored green and white teas. One flavor variety includes: prickly pear green tea. | Poland

PRICKLY PEAR

North America New Product Introductions: 2015-2021

21

PRICKLY PEAR
FLAVORED
NEW PRODUCT
INTRODUCTIONS

NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 21% of the prickly pear flavored new product introductions.
- **ALCOHOLIC BEVERAGE** is the top product category for prickly pear flavored new products in North America.
- **ORANGE & MANGO (separately)** are the top flavor paired with prickly pear in North America.

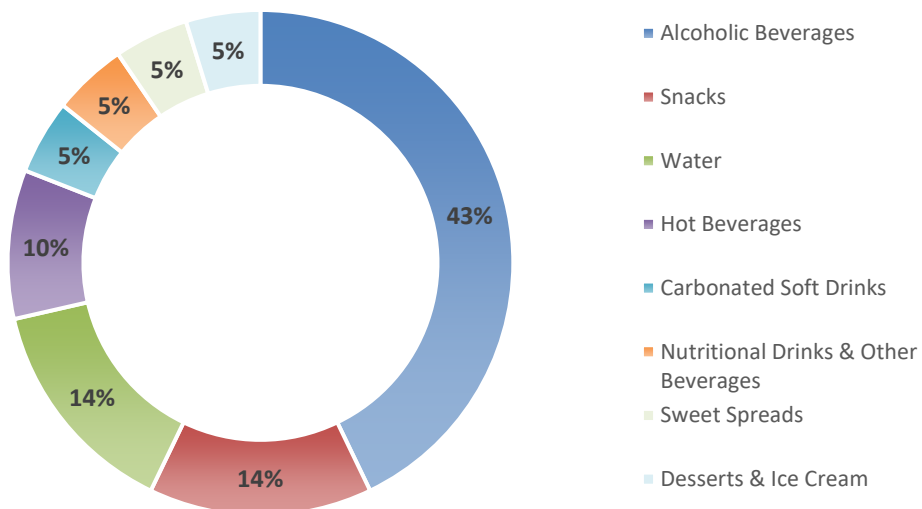


IT'S JERKY Y'ALL PRICKLY PEAR CHIPOTLE PLANT-BASED JERKY: A tender jerky made from certified non-GMO soy and all natural ingredients. This hand-made product features a flavor that represents a region in Texas and contains 18g of protein. | USA



NEW MEXICO PRICKLY PEAR JELLY ORANGE MARMALADE: Cactus grown in East Albuquerque. Contains prickly pear, fresh oranges, cane sugar, pectin and organic lemon juice. | USA

TOP PRICKLY PEAR FLAVORED PRODUCT CATEGORIES



KARBACH BREWING RANCH WATER HARD SELTZER VARIETY PACK: Described as the perfect blend of hard seltzer with lime and agave, contains 90 calories, 1g of carbs and less than 1% juice. One of the flavors in this variety pack is prickly pear. | USA

THE TAKEAWAYS

Prickly pear is making a comeback around the globe. Europe is the key region for new product introductions and North America accounts for 21% of all new prickly pear flavored products.

Even in the past 8 months of 2021, there has been growth with new prickly pear flavored items both in new products and on restaurant menus. Beverage leads the way and accounts for 6 out of the 10 top product categories. The question is—is prickly pear on your Flavor Radar?



YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. Let's mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

From concept to manufacturing, we're here for you — every step of the way. Contact our sales service department at 630.578.8600 to request a flavor sample or chat us up at www.fona.com/contact-fona/

SOURCES:

Mintel GNPD

Datassential

Foodnetwork.com

NetBase

Food Lover's

Companion

Iconiccocktails.com

Allrecipes.com

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