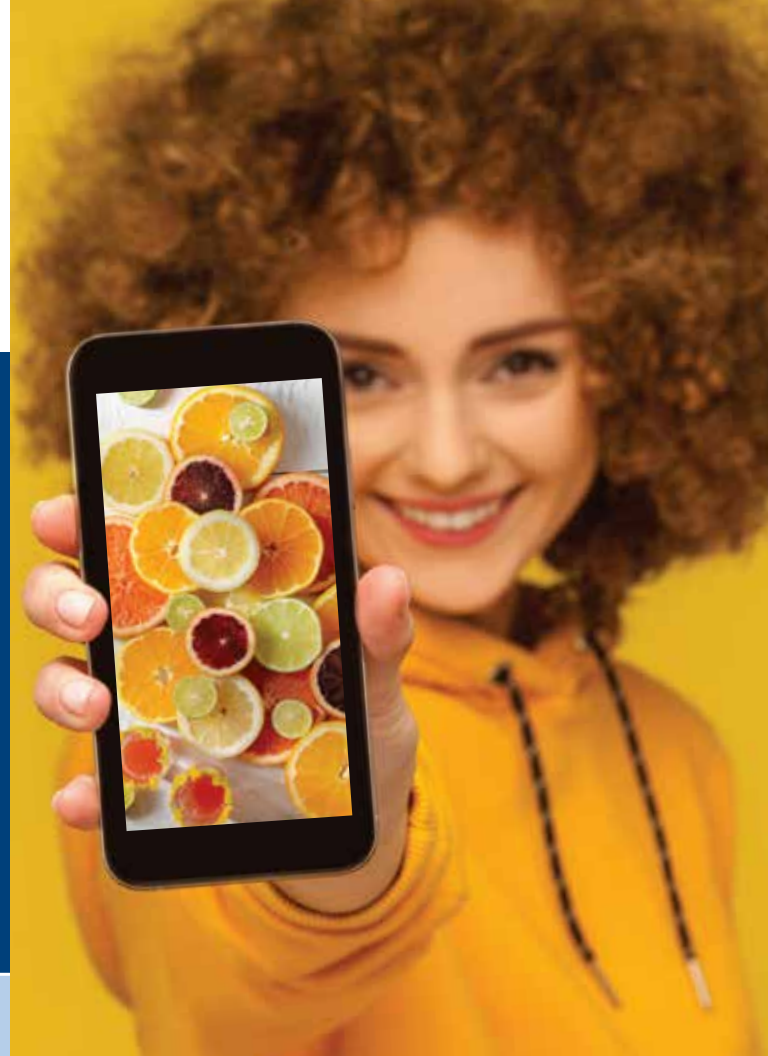


# FLAVOR NEWS

VOLUME 78 NOVEMBER 2021



**FLAVOR**

FOR ANY MOOD

## *3 Key Considerations for Your Brand*

**Do you ever wonder how flavor impacts your consumers' mood? Or vice versa – how does mood impact your consumers' flavor preference and purchase decisions?**

With the stressors of the past year and a half, consumers are turning to their diets to improve their emotional wellbeing. Our most recent proprietary data dives into this topic to better understand consumers' relationship between mood and flavor.

Let's take a look at a few key considerations when it comes to flavor and consumer mood and see where your brand might be able to capitalize.



# FLAVOR FOR ANY MOOD

## 3 KEY CONSIDERATIONS FOR YOUR BRAND



**Mood, memories, feelings and more – Consumers' food, beverage and flavor preferences go far beyond their taste buds.** A variety of factors can impact what consumers pick off the grocery shelves and how those foods make them feel after consuming them. In fact, according to Mintel, 73% of U.S. consumers feel that their diet affects their emotional wellbeing; a relevant takeaway for developers in the food and beverage space as consumers work to pick themselves up after a trying time.

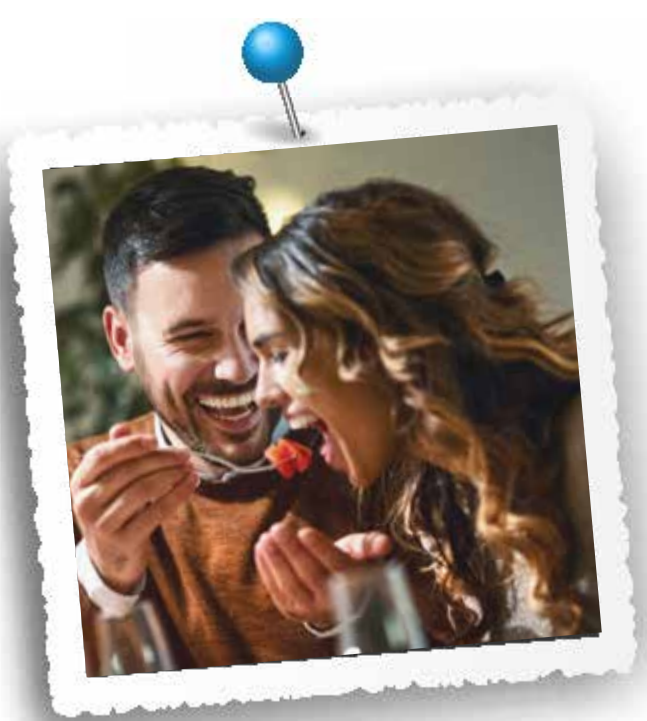
For food and beverage developers, understanding the influence flavor has on mood is a challenging yet opportunistic tool. At FONA, our experts are here to help guide your brand. We've identified a few mood considerations that will help you cater to your consumer.

[FEEDBACK@FONA.COM](mailto:FEEDBACK@FONA.COM)  
[WWW.FONA.COM/CHAT](http://WWW.FONA.COM/CHAT)

NOSTALGIA • FEELINGS

According to a FONA International survey,  
**48% OF CONSUMERS SAY THAT THEY  
EAT HEALTHIER** when they are

*happy.*



## ONE PLAY UP THE NOSTALGIA

From s'mores around the campfire to PB&J sandwiches at the school lunch table, consumers love throwback flavors that evoke fond memories. Like a blast from the past, nostalgia brings back memories of sentimental times, feelings of belonging and close relationships.

One study by The University of the South has linked psychological connections between memories and food, impacting how good we think something tastes as well as how that food makes us feel. Nostalgia can be paired with indulgent flavors to create a delicious, mood-boosting experience or paired with functional ingredients to create a better-for-you alternative. And with 71% of U.S. consumers stating that they enjoy things that remind them of their childhood, food and beverage developers can leverage these "feel good" memories to innovate and connect with their consumers.



## TWO RELAX & UNWIND

It's been a difficult year, and many consumers are searching for a break. Product offerings that provide feelings of calm, safety, relaxation and an opportunity to unwind are of interest to consumers who are still undergoing the stress and anxiety of the past year and a half. According to our proprietary survey on mood and flavor, when consuming food and/or beverage with "calming and relaxation benefits," consumers expect flavors to be healthy (30%) and natural (25%).

Functional ingredients that support this search for calm can be paired with mood-boosting flavors like berries and botanicals to evoke feelings of serenity, relaxation and more. And with 42% of U.S. consumers currently emphasizing their emotional wellbeing, products with relaxation associations have much potential in the food and beverage space.

*relaxed*

- safe
- calm/peaceful





# THREE BOOST MOOD & ENERGY



For many consumers, especially self-proclaimed “foodies”, eating and drinking becomes a source of enjoyment and happiness. Not only does food provide sustenance, it improves their overall wellbeing, provides a source of positivity and makes them feel good.

Mood-boosting flavors such as sweet tropical profiles may be reminiscent of warm vacation getaways, while citrus can provide a feeling of energy and revitalization. Classic chocolate, vanilla and caramel profiles can cater to the desire for self-care and indulgence. Taste is a priority in this space, and according to our proprietary research, when consuming a food and/or beverage with “mood boosting benefits,” consumers also expect the flavors to be fun (25%), exciting (23%) and healthy (23%).

*indulgence*



*calm - self-care - enjoy*

## KEEPING MOOD IN MIND

Consumers look to improve their emotional wellbeing through their diet. And fortunately, for food and beverage developers in this space, there really is a flavor for any mood. With a heightened importance on emotional wellbeing, flavor and its impact on consumer mood is an important consideration to keep in mind during your product development. FONA can help you navigate this space. We’ve got you covered.

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)

Sources: Mintel, FONA International 2021 Mood Survey, The University of the South



# Faces of FONA

## NEW HIRES



### **KELVIN CROSS, JR.** ANALYTICAL CHEMIST

Kelvin joins FONA as a Jr. Analytical Chemist where he will serve our customers with excellence by assisting with flavor analysis and sample preparation for products related to flavor matching. He will also support analytical process development with a focus

on aromatic compounds. Kelvin obtained a Bachelor's Degree in Food Science and a Minor in Chemistry from the University of Illinois, Urbana-Champaign.



### **KATHARINE JURKOVIC** APPLICATIONS TECHNOLOGIST I

Kate began at FONA in September 2020 as a temp in the R&D lab, first focusing bars and bakery and now in healthcare. She will continue to focus on the healthcare space in addition to dairy and non-dairy products to provide solutions and drive

partnerships with FONA's valued customers. Kate earned a Bachelor of Science in Food Science from the University of Illinois Urbana-Champaign in 2019.

## PROMOTIONS



### **TRINA MURRAY** PRINCIPAL SCIENTIST - BEVERAGE

Trina has played a key role in developing relationships with many of our valued customers and providing excellence in our beverage segments. She continues to wow our customers and educate others through her project execution

and leadership. In her new role, Trina will continue to support segments of growth such as alcohol and provide excellence for our customers.



### **BECKY SELLS** PRINCIPAL SCIENTIST - HEALTHCARE

Becky has worked in the food industry for 30 years, with 21 of those years at FONA. She has worked in a variety of segments and has built strategic partnerships and promoted growth with our valued

customers. Becky will continue to lead projects and find ways to provide solutions for our customers that can be leveraged across markets and segments.



### **DAWN WEBER** CUSTOMER CARE MANAGER

With more than a decade of service experience, Dawn has developed skills needed to provide excellent service to our valued customers. In her new role, Dawn will lead the Customer

Care Team to deliver services that simplify interactions with internal and external customers. She will manage FONA's customer service specialists, account specialists and coordinators in all FONA policies and procedures to provide exceptional customer care.



## Fortune names FONA the Nation's #2 Small & Medium Workplace in Manufacturing & Production

FONA International recently ranked #2 on *Fortune* magazine and Great Place to Work's 2021 Best Small and Medium Workplaces in Manufacturing & Production in the nation.

The 2021 independent review by Great Place to Work reveals themes about FONA's culture and benefits. 95% of employees said FONA is a great place to work while 96% said when they look at what FONA accomplishes they feel a sense of pride. The Trust Index survey revealed words from employee responses to "Why Work at FONA International?" Some of the most common words included: benefits, family, culture, amazing, care, people, unique.

FONA has been recognized on the list in previous years as well. In 2020, FONA was named the Nation's #1 Small and Medium Workplace in Manufacturing and Production, ranked #2 on the list in 2019 and ranked #3 on the 2018 list.

The award ranking considers feedback representing over 220,000 employees working at Great Place to Work-Certified organizations in the manufacturing and production industry.

Read the full announcement at [www.fona.com/awards](http://www.fona.com/awards).

# FLAVOR NEWS

FONA INTERNATIONAL'S QUARTERLY NEWSLETTER

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Flavor UNIVERSITY<sup>®</sup>  
PODCAST



## Looking for more on Flavor? Check out FONA's Flavor University<sup>®</sup> Podcast!

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