



PISTACHIO

2022 • FLAVOR INSIGHT REPORT

Pistachios are the seeds of the pistachio tree. Originating in western Asia, they believe the pistachio has been eaten since as early as 7,000 B.C. and arrived in the US in the mid-19th century. Pistachios have a sweet and subtle flavor and are often eaten as is, as a snack, as well as to flavor both sweet and savory dishes. Spotted in new products from bakery, chocolate, and even meal replacement beverages—we are seeing 34% growth in global new pistachio flavored products from 2016-2021. Let's take a closer look and see where pistachio is appearing on the menu, in new products, and social media.

PISTACHIO

Social Listening Summary

We conducted a social listening analysis on for pistachio for the last 30 days. An overview is provided below.

18,167

Mentions in the
Past 30 days



58%
Female

Key Consumer Voice

POPULAR POSTS



In a tweet from @powerbymomblog, she shares a recipe for pistachio cherry scones. "These pistachio cherry scones are easier to make than you think and are so delicious. Delicate, buttery and flaky. We're sharing some tips to help you make some darn tasty scones."



In a tweet from @allegorial, he shares a recipe for a pistachio pesto. "Tonight for dinner I made some rigatoni with a chorizo, tomato and soured cream sauce, along with some pistachio pesto. It tasted great, so I thought I'd share the process. In this thread I'll show you how to make it all."



Source: BrandWatch

1,068

PISTACHIO RECIPES ON
FOODNETWORK.COM

On Foodnetwork.com 1,068 total recipes appear when searching for pistachio. The recipes range from the very traditional pistachio pudding and pistachio gelato to recipes with a modern twist including pistachio falafel, salted pistachio meringues and even beef and pistachio kebab wraps.

Bon Appetit | Cookbook Cookies

In the December 2021 issue of Bon Appetit magazine, they share a "fun and festive" lineup of seven craveable cookie recipes from some of their favorite cookbooks released in 2021. Recipes include everything from Pink Grapefruit Sugar Cookies, Ginger-Almond Florentines to Thandai Shortbread cookies featuring pistachios. This shortbread recipe takes Thandai, a traditional spiced milk punch consumed during Holi celebrations in Northern India, and transforms it into a crisp butter shortbread with pistachios and traditional Indian herbs and spices.



PISTACHIO

ON THE MENU 2021

596

PISTACHIO MENTIONS
ON THE MENU IN 2021

Source:Datassential

- **9%** growth in pistachio flavored menu items from 2020-2021.
- **Fine Dining** is the top restaurant segment with **45%** of pistachio flavored menu items appearing there.
- **Desserts** account for **60%** of all pistachio flavored menu items.



MENU MENTIONS:

- **Panna Cotta A La Pistache** featuring pistachio panna cotta, fresh berries, coulis, and almond crumbles at Brasserie du Parc in Houston, TX.
- Shakshuka Baked Eggs featuring green chili harissa, sumac labneh, **pistachio dukkah**, cilantro, grilled pita at the Little Beet Table in Chicago.
- **Pistachio Martini** featuring amaretto, Bailey's Irish Cream, Smirnoff vanilla vodka, and a dash of creme de menthe and Frangelico and topped with a fresh crushed pistachio nut rim. Available at Andino's in Providence, RI.

Consumer Awareness of Pistachio

Pistachio is a flavor that consumers are very familiar with and have actually been consuming them for thousands of years! According to Datassential's Flavor Tool, pistachio is in the 96th percentile, meaning that consumers love pistachio more than 96% of all other items.

- **68%** love or like it
- **94%** know it
- **81%** have tried it

PISTACHIO

Global New Product Introductions: 2016-2021

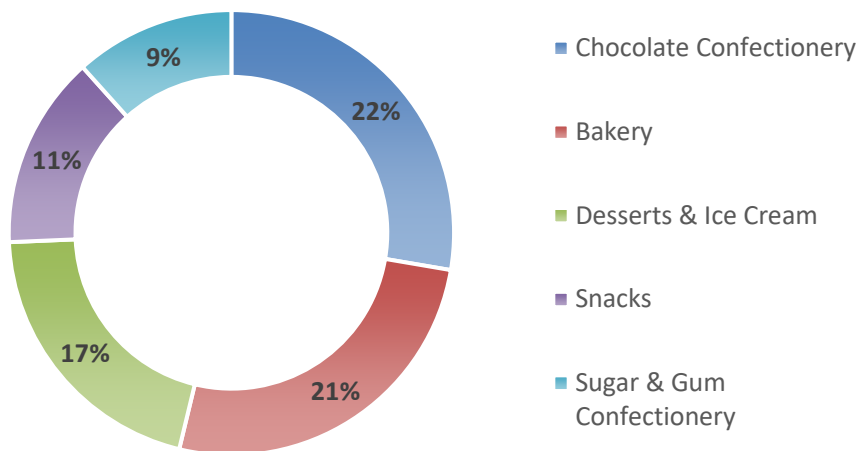
2,700

PISTACHIO FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **EUROPE** is the top global region for pistachio flavored new product introductions.
- **CHOCOLATE CONFECTIONERY** is the top product category globally for pistachio flavored new products.
- **ALMOND** is the top flavor paired with pistachio; followed by chocolate.

TOP PISTACHIO FLAVORED PRODUCT CATEGORIES



YFOOD PERFECT PISTACHIO FLAVORED COMPLETE MEAL REPLACEMENT DRINK: this limited-edition product is described as a wholesome and balanced meal that is enriched with 26 vitamins and minerals, fiber protein and free-from added sugar. | Germany



M&S FOOD ALL BUTTER COOKIES WITH PISTACHIO & ALMOND: All butter, vegetarian cookies with a simple ingredient list and contains real salted butter. | Thailand



SNICKERS SAFFRON AND PISTACHIO FLAVORED NOUGAT BAR COVERED IN CHOCOLATE: this product is described as a pile of pistachio and almond, chewy caramel and a slab of saffron flavored nougat, covered in chocolate. | India

PISTACHIO

North America New Product Introductions: 2016-2021

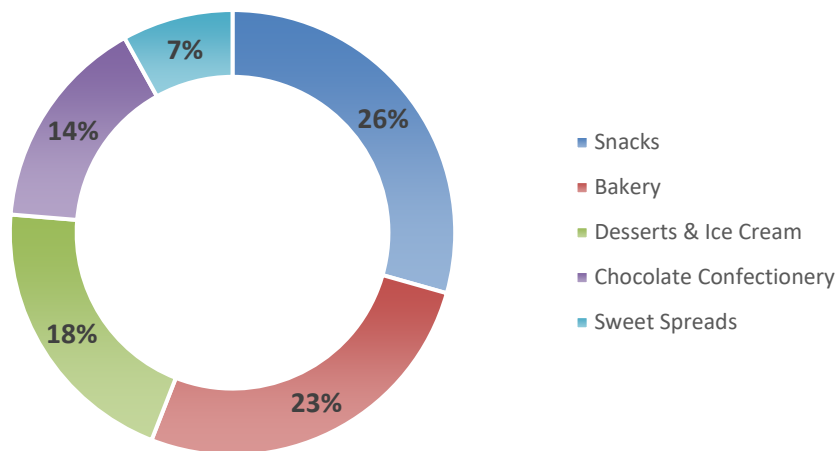
243

PISTACHIO FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **NORTH AMERICA** accounts for 9% of all pistachio flavored new product introductions.
- **SNACKS** is the top product category in North America for pistachio flavored new products.
- **CRANBERRY** is the top flavor paired with pistachio; followed by almond.

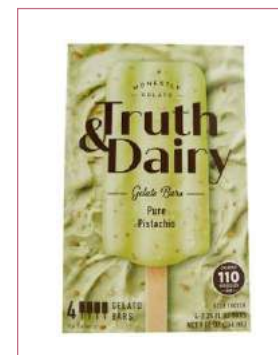
TOP PISTACHIO FLAVORED PRODUCT CATEGORIES



EAT ME GUILT FREE PISTACHIO BROWNIE: this product is described as a low-carb with only 7 carbs per serving and contains 22 g of protein per brownie. | Canada



MICHELE'S GRANOLA LEMON PISTACHIO GRANOLA: described as a blend of whole grain oats, almonds, pistachios, and tangy lemon juice, handmade in small batches, & slowly baked with wind power to golden brown perfection. The product is free from additives, preservatives, gluten, soy, dairy and GMO. | USA



HONESTLY GELATO TRUTH & DAIRY PURE PISTACHIO GELATO BARS: the product is described as a blend pure, honest ingredients with rich milk and cream and freeze it all into easily grabbable bars of silky smooth, irresistibly creamy artisan gelato. | USA



"Some of modern cuisines best innovations come from adaptation, new interpretation and reinvention of classical global street dishes: Modern upgrades to classical recipes and techniques are energizing menus!"

– Len King, Senior Research Chef, US



FOOD STORIES

As a new foundational pillar of the Flavor Forecast, Food Stories recognizes both a flavor and the story behind it.

Pioneering new flavors requires experimentation, skill, confidence, and resilience. Through Food Stories, we celebrate those that chart new territories and explore flavors that surprise, delight, and transport us to shared experiences.

These are chefs and innovators who lead with their whole selves and develop flavors that take us on a full sensorial journey. Their authenticity, passion, and personal stories are what transform satiation to pleasure.

PISTACHIO=FOOD STORIES & EGYPTIAN STREET FOOD

Pistachio fits perfectly into the 22nd edition of McCormick's Flavor Forecast. It's delicate and subtle flavor and since pistachios originated in the Middle East, makes it the perfect partner to many dishes, especially Egyptian Street Food. Pistachios play an integral role in pistachio dukkha, a spice blend made up of a variety of roasted and ground nuts, spices, and seeds, and is a staple in Egyptian cuisine.

THE TAKEAWAYS

Pistachio is showing growth around the globe with the majority of new products appearing in Europe. Pistachio is also showing growth on restaurant menus, with fine dining as the key restaurant segment and desserts accounting for 60% of pistachio flavored menu items. With its sweet and subtle flavor profile, pistachio pairs well with sweet and savory dishes alike. Pistachio also fits perfectly into the 22nd edition of McCormick's Flavor Forecast trend Food Stories—specifically Egyptian Street Food. The question is—is pistachio 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.

SOURCES:

Mintel GNPD

Datassential

Bon Appetit

Foodnetwork.com

BrandWatch

Bon Appetit

Food Lover's Companion

Whiskaffair.com

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