



FLORAL & HERBAL

OPPORTUNITIES IN THE FOOD AND BEVERAGE SPACE

2022 TREND REPORT BITE



BLOOMING INTEREST

As consumers grow more adventurous with their eating, it's no surprise that interest in new flavors and flavor combinations are growing. Herbal and floral flavors and ingredients are trending in new products and on menu offerings everywhere, from lavender-infused cocktails to the bright, herbal flavors of Caribbean cuisine. Incorporating these fresh flavors and ingredients into your product line is a great way to capitalize on trends like functional foods, international cuisine and more. In addition, this trend fits perfectly into McCormick's 22nd Edition Flavor Forecast trend + Sweet. Read on to find out how floral and herbal flavors can work for your brand!



40% INCREASE

*In launches of foods with
floral flavors between
2014 to 2019.*

22% OF MILLENNIALS

*say herbal flavors appeal to
them compared to 20% of
Gen Z or X consumers*

Source: Mintel; Food Navigator

Feasting on Flowers

Floral flavors are finding their niche on restaurant menus and in product offerings.

- 21% OF U.S. CONSUMERS say that they would like to see floral-flavored items offered.
- 44% OF MILLENNIALS who enjoy seasonal food are interested in flavors like hibiscus and orange blossom.

This coincides with younger generations' use of social media, as edible flowers are perfect for viral trends like savory and sweet cheese boards, which are seeing an annual growth rate of 16%.

While well-known flowers like rose and lavender are the most popular, plenty of other plants are garnering interest cross-category for their flavor as well as their functional benefits. For example, Calendula, or marigold, is an edible flower that contains lutein, an eye-health antioxidant. And with 23% of U.S. adults saying they currently eat food/drink products with eye health benefits, and another 38% interested in trying, there is much opportunity in this space.

“Photography incorporating a beautifully arranged cheeseboard complete with vibrant flower petals and discussion about exotic flavours could intrigue foodies.”

- MINTEL



Source: Mintel; Tastewise



PRODUCTS OF NOTE



TRADER JOE'S FLOWER PEPPER WITH ROSE, CALENDULA, LAVENDER AND CORNFLOWER PETALS is now available. This kosher certified product retails in a 1.75-oz. pack with a built-in grinder.



RHEUBARB LAVENDER SPOON PRESERVE - GIRL MEETS DIRT RHEUBARB LAVENDER SPOON PRESERVE is said to be a perfect breakfast spread and can be enjoyed with creamy desserts or cheese and can be used for a sweet and savory pairing. This classic preserve with a modern twist is made with naturally grown heirloom fruit.



Eat, Drink, & Be Rosemary

Herbs are a part of practically all cuisines, but many are also central to “clean” eating and functional diets: from 2016 - 2021, 69% of detox/cleanse food, drink and healthcare launches contained an herbal substance ingredient. Indeed, diets like keto or Whole 30, which restrict certain categories of ingredients, often rely on herbs for flavor in their recipes.

Ingredients like thyme, rosemary and basil are also a great way to signal freshness and seasonality to the 37% of consumers who want more seasonal offerings on restaurant menus. They’re also particularly prevalent in several fast-growing international cuisines, such as Caribbean; Mintel finds that mentions of Jamaican cuisine have grown 62% over the past few years, which is reflected in the fact that more than 60% of Gen X and younger consumers have either tried and liked or are interested in trying ingredients commonly used in Caribbean cuisine, such as epazote.

“In the ‘Insta’ world that we live in...[h]erbs that capture the imagination are gaining in popularity, such as edible flowers, chervil, lemongrass, sorrel and tarragon.”

- NADINE WILLIAMS, SHENANDOAH GROWERS



PRODUCTS OF NOTE



SPICE + LEAF KEBAB BLEND is said to feature the perfect Middle Eastern spice combination of hyssop, parsley, white pepper and more for grilling ground beef, chicken or lamb. This kosher certified product is free from preservatives, is vegan and keto-friendly.

17% of consumers responded that they likely or definitely would buy this product.



CHOCOLAT MODERNE THE KIMONO COLLECTION includes the following varieties: sesame and shichimi; persimmon and peach; shiso and lime; adzuki; soy and miso; and green tea.

Using Herbs & Flowers

APPETIZERS

- Nearly half of diners say that potentially disliking a dish and wasting money deters them from trying new flavors, but 50% would be most likely to try a new flavor in an appetizer.
- Product developers can try introduce lesser-known flavors in smaller trial sizes or pre-made appetizers and snacks.

MAIN COURSE

- Focus on adding unique flavors to familiar dishes in ways that can be easily omitted, like sauces or garnishes.

DESSERTS

- Sweet items are a natural fit for floral flavors, such as rose and lavender.
- The sugar reduction trend means an increase in more “savory” desserts, which can be achieved with herbal flavors like rosemary, thyme, and basil.
- Common sweet & floral/herbal pairings include lavender & chocolate, strawberry & basil.

DRINKS

- Flowers and herbs can be used added as eye-catching, Instagrammable garnishes.
- Floral and herbal flavors can easily be added to ingredients for cocktails, like rosemary-honey syrup or thyme-infused vodka.



PRODUCTS OF NOTE



H-E-B SELECT INGREDIENTS BASIL PESTO SEASONED CHUNK LIGHT TUNA is said to be perfect on crackers, a salad or straight out of the pouch. This wild caught product is dolphin safe, contains 14g of protein and 125mg of DHA and EPA omega 3 per pouch.

43% of consumers responded that they likely or definitely would buy this product.



POPPI RASPBERRY ROSE PREBIOTIC SODA has been added to the range. The kosher certified product is infused with apple cider vinegar, contains 5g of sugar, 7% juice and prebiotics for a healthy gut and immunity sidekick. It is free from gluten and GMO.

32% of consumers responded that they likely or definitely would buy this product.

THE TAKEAWAYS

In a time when people eat with their eyes as much as with their mouths, flowers and herbs have become increasingly popular in all types of product introductions and menu offerings. And it's not just about the flavor — though that is crucial. These ingredients are both vital to many increasingly popular international cuisines, and carry functional benefits that consumers and diners are craving, like improved eye health. So, whether your brand is considering getting creative with sauces or developing a fruity, floral ice cream, there's an herb or flower out there that will be the right fit! There's plenty of opportunity in this space — we can help you find your "what's next."



SOURCES

- Mintel
- Mintel GNPD
- Tastewise
- The Packer
- Trilogyei
- Food Navigator

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 McCormick 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.

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



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