

WHY FLAVOR?

3 REASONS FLAVOR IS ESSENTIAL FOR YOUR ALCOHOL PRODUCT

Cost, taste impact and consumer interest are just the beginning.

From lemon-hibiscus boozy hard seltzers to Lucky Charms-flavored IPAs, consumers' search for flavor innovation in the alcoholic beverage space is continuous. Taking a creative spin on the classics can appeal to the six of ten adults who say they like to try new flavors. In fact, adding flavor doesn't only make your consumer happy, but can help benefit your product's shelf life, consistency and more. No matter your brand, flavor can work in unique ways to help level up your next innovation. FONA's experts are here to help. Let's take a look at three specific reasons our experts recommend using flavor in your product.

1. MORE TASTE IMPACT WHILE KEEPING A CLEAN LABEL

Some manufacturers of alcoholic beverages use juice to deliver taste and an all natural product. Unfortunately, adding a fruit juice to your alcohol product just isn't enough to do the trick sometimes. For example, a brewer may want to feature a prickly pear in a beer, but the juice alone won't have a strong enough flavor to drastically impact the taste. By adding a complementing prickly pear flavor (natural or with other natural flavors) to the juice, you can achieve a more pronounced flavor, with more impact, enhancing the original nuance of your base beverage. And, depending upon the percentage of flavor to juice, there will be no impact to your label.

**FONA'S LATEST RESEARCH SHOWS
89% OF CONSUMERS CONSIDER
NATURAL FLAVORS "CLEAN LABEL."**



Source: Mintel "A year of innovation in RTD, wine & spirits, 2021"



2. COST SAVINGS

While taste is of priority to your consumer, cost savings is likely top of mind for you. While a hard seltzer containing black raspberry juice, for example, might be a popular offering, the cost of the juice can outweigh the profitability in your product portfolio long-term. Instead, try adding a natural black raspberry flavor to decrease the amount of fresh juice needed. In turn, you get a stronger flavor and cut cost for your brand – a win-win for you *and* your consumer.

3. ACHIEVE YOUR NUANCED PROFILE

What if your desired profile isn't achievable with juice? Let's take key lime as an example. Key limes are commercially available for food, but not for juice. A simple solution - use other ingredients to create a flavor that tastes like key lime. By adding flavor, you're able to get the fresh, citrusy, nuanced notes you're looking for even without the juice addition. Add an attention-grabbing name to front of pack, and you've got a product worth talking about!

WANT TO HEAR MORE?

Flavor can aid your innovation and development process in a variety of ways for both you and your product. From decreasing supply chain issues, enhancing taste profile or expanding the limits of your creativity, let's talk about if flavor is right for you.

WANT MORE INFORMATION ON FLAVOR'S IMPACT IN
THE ALCOHOL SPACE?
LET'S TALK.

www.fona.com/contact-fona

