



ROSE

2022 • FLAVOR INSIGHT REPORT

OVERVIEW

Roses have always been known as a traditional gift, with each color of the rose having a specific meaning and have even become more popular as a key element in a primetime television show, with the inclusion in the main character's line, "*will you accept this rose,*" however in the past several years, rose has become more popular as an ingredient and flavor. Roses originated in China and they even believe the rose has been eaten for at least 5,000 years. Rose has a flavor that is delicate and sweet. Spotted in new products from beverages, sugar & gum confectionary and even bakery dishes. Let's take a closer look and see where rose is appearing on the menu, in new products, and social media.



Rose is showing 43% growth on restaurant menus since 2017.

ROSE

Social Listening Summary

We're seeing some consumers using rose as a flavor and an ingredient in a variety of dishes and recipes on Instagram. Some of them are extremely creative and elaborate.

- @dishmagnz shares a recipe for an Egyptian semolina and coconut cake soaked in rosewater
- @plantwondercollective shares a recipe for watermelon, rose and kiwi popsicles
- @bakerphototaker shares a recipe for no churn rose chocolate ice cream
- @sugaretal shares a recipe for a honey and poppyseed cake with a rosewater buttercream and is garnished with roses
- @tablefordubai shared two recipes—one for a rose and pistachio popcorn and one for a buttery rose shortbread

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ROSE RECIPES ON
FOODNETWORK.COM

On Foodnetwork.com 23 total recipes appear when searching for rose. The recipes range from main dishes like Crispy Goat Cheese Salad and Quail in Rose Petal Sauce and desserts like Triple Chocolate Mocha Pie and Mini Marzipan Treats.



Bon Appétit | Apple-Rose Pie

In the November 2021 issue of Bon Appétit magazine, they share a Thanksgiving dessert recipe that everyone will enjoy from the cookbook called Cheryl Day's Treasury of Southern Baking. The usage of rose water in multiple different recipes is connects back to American History.

"Before vanilla extract was widely available, the most popular flavoring in America was rose water. This recipe brings the lovely taste of rose water back to apple pie." This Apple-Rose Pie recipe gives a floral take on apple pie and brings out a non-traditional flavor pairing for the Thanksgiving season.



ROSE

ON THE MENU 2021

468

ROSE MENTIONS ON
THE MENU IN 2021

Source: Mintel MenuInsights

- **43%** growth in rose flavored menu items from 2017-2021.
- **Fine Dining** is the top restaurant segment with **35%** of rose flavored menu items appearing there.
- **Beverage** account for **58%** of all rose flavored menu items.



MENU MENTIONS:

- **Vanilla Rose Cupcakes** features a vanilla and essence of rose cupcake, frosted with a vanilla bean and essence of rose buttercream, garnished with a chocolate rose at Yummy Cupcakes in Encinitas, CA.
- **Roses and Rhubarb Cocktail** featuring gin with a **house-infused rose monkfruit syrup**, rhubarb bitters, and a touch of lemon juice topped with soda for a refreshingly guilt-free spritz at Commander's Palace in New Orleans, LA.
- Roasted Sweet Potato served with garden pepper and **rose harissa**, crème fraiche and pumpkin seed vinaigrette at The Barn at Blackberry Farm in Walland, TN.

Floral Flavors Gaining Popularity

Consumers are always looking for new flavors that they can enjoy, and florals are the flavors that can provide that new experience with a unique twist. Those floral flavors include rose, jasmine, and lavender. Floral flavors are gaining popularity because of their inherent healthy and natural attributes. According to Innova Market Insights, floral flavors have been growing with a 21% CAGR for at least the past five years and the global market is expected to reach \$1,489.3 billion by 2025 according to Food Ingredients First. Floral flavors are gaining a lot of interest especially during the spring and summer seasons.

ROSE

Global New Product Introductions: 2017-2021

1,570

ROSE FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **Asia Pacific** is the top global region for rose flavored new product introductions.
- **Hot Beverage** is the top product category globally for rose flavored new products.
- **Raspberry** is the top flavor paired with rose.

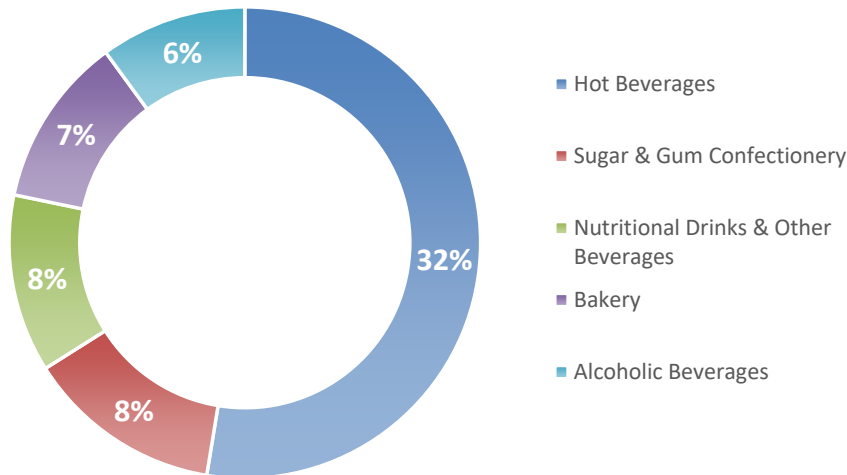


RITTER SPORT RASPBERRY & ROSE CHOCOLATE: This this product is described as chocolate with raspberry flavored yoghurt cream and rose flavored raspberry pieces filling. | Thailand



AH EXCELLENT ORGANIC WHITE TEA WITH ROSE VANILLA: This product is described as a vegan and sustainable product that is a white tea with 1% rose petals and vanilla flavor. | Netherlands

TOP ROSE FLAVORED PRODUCT CATEGORIES



TASTE THE DIFFERENCE ROSE HARISSA PASTE: This product is described as a vegan product that is perfect for dips or spicing up a meal. | UK

ROSE

North America New Product Introductions: 2017-2021

89

ROSE FLAVORED
NEW PRODUCT
INTRODUCTIONS

FAST FACTS:

- **Hot Beverage** is the top product category in North America for rose flavored new products.
- **Strawberry** is the top flavor paired with rose.
- **North America** is accounts for 6% of all rose flavored new products.

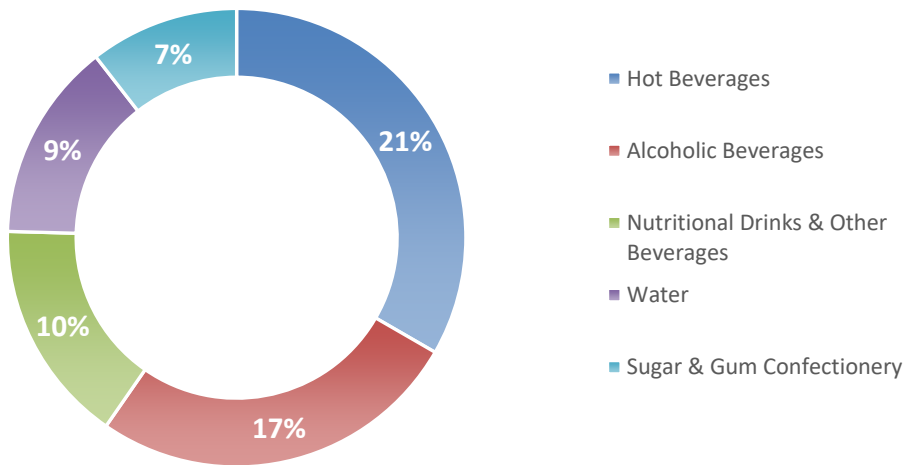


DR. BRAMBLE'S POMEGRANATE AND ROSE GIN LIQUEUR: This product is described as a great addition to your bar for at home mixology and as "easy sippin' and good mixing." | US



FANCYPANTS BAKING CO. VANILLA ROSE COOKIES: This product is described as a delicious treat that is made from high quality ingredients and is GMO free, peanut free, and free from artificial colors. This product is described as crispy, crunchy and buttery. | US

TOP ROSE FLAVORED PRODUCT CATEGORIES



MASALA POP CARAMEL ROSE SWEET AND SALTY POPCORN INFUSED WITH A HINT OF ROSE: This product is described as an exotic, organic, and vegan snack. This product is seen as a kettle corn with a mix of rose and sea salt. | Canada



PLUS SWEET

Skip the full-on sugar rush. Everything we once thought about what it means to be sweet is off the table. Sweetness is being balanced with other favorite flavors—savory, smoky and heat for an unexpected complexity that's satiating and often unexpected. As we move away from overly sweet and improvise on reducing sugar, there is experimentation and fluidity in what it means to be "sweet," whether expressed as a no rules, layered approach in ice cream or salad—sweet notes are intermingled with other flavors.

Rose=Plus Sweet

Rose fits perfectly into McCormick's 22nd edition of Flavor Forecast. With growth in floral flavors both on the menu and in new product introductions, rose is the perfect addition to any product—sweet and savory alike. Its floral flavor can add depth and complexity. From rose liqueur, rose and caramel popcorn and even rose harissa—rose is a versatile flavor that has moved beyond your garden and a gift to your Valentine and being spotted as the perfect pairing across the globe.

THE TAKEAWAYS

Rose is showing growth around the globe with the majority of new products appearing in APAC. Rose is showing growth on restaurant menus, with fine dining as the key restaurant segment and beverages accounting for 58% of all rose flavored menu items. With its sweet and floral flavor, rose is the perfect pairing to both sweet and savory profiles and a great addition to everything from bakery, salty snacks and even cocktails. Rose also fits perfectly into the 22nd edition of McCormick's Flavor Forecast trend Plus Sweet. The question is—is rose 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

Menu Insights

Foodnetwork.com

Bon Appétit

Instagram

Food Lover's Companion

Innova Market Insights

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FREE
Flavor Sample Here

