



PLUM

2022 • FLAVOR INSIGHT REPORT

OVERVIEW

Plum is a flavor that is good year-long, especially during the months of July to October in the US. Plums are a stone fruit that grow in clusters and have a smooth, deep colored skin and a center pit. There are more than 2,000 varieties of plum all over the world. Ranging from sweet to tart, the flavor profile of the plum varies depending on the ripeness. Spotted in new products from desserts, drinks, and main dishes—we are seeing 13% growth in global new plum flavored products from 2018-2021. Let's take a look and see where plum is appearing on the menu, in new products, and on social media.



**Plum is making a comeback
and showing 13% global
growth since 2018.**

PLUM

Social Listening Summary

We conducted a social listening analysis on plum for the last 30 days. An overview has been provided below.



Mentions in the Past 30 days



65%
Female

Key Consumer Voice

POPULAR POSTS



@fromthelarder posted a recipe on Pinterest for a Gluten-Free Nectarine & Plum Cobbler. "The combination of fruit in this Gluten-Free Nectarine & Plum Cobbler is a perfect balance. The last nectarines of the season are especially sweet and juicy and the new plums are on the tart side but bursting with flavour."



@wanderingeater posted a restaurant review where plum was featured as a juice on Instagram. I had a fantastic modern Beijing dinner @chai.nyc. The entire meal took me back to my visits to Beijing. It all started with the house brewed plum juice with osmanthus flowers (according to their manager, who told us in Mandarin, it's sourced from a medicine shop in Beijing).

Source: Infegy

1,674

PLUM RECIPES ON
FOODNETWORK.COM

On Foodnetwork.com 1,674 total recipes appear when searching for Plum. Most recipes are desserts but there are a wide variety of other recipes. The recipes range from desserts like Plum Tarts and Plum Pie Cookies to drinks like Plum Prosecco Cocktail and Plum Basil Gin Fizzes and main dishes like Pork Tacos with Plum Salsa.

Bon Appetit | Savory Fruit Salads

In the June/July 2022 issue of Bon Appetit, they share a variety of different fruit salads that pair well with any meal. These recipes take a twist on sweet fruits and add ingredients

like umami-rich ingredients to make an unexpected fruit salad. One specific recipe is called "Stone Fruit with Furikake" which includes plums with Ricotta Salata and drizzled with dressing with vinegar and toasted sesame oil. Reviews

for this recipe on Bonappetit.com include, "I didn't know what to expect taste-wise, but this savory fruit salad is amazing." And "New no-cook summer salad into rotation. SO GOOD."



PLUM

ON THE MENU 2021

680

PLUM MENTIONS ON
THE MENU IN 2021

Source: Datassential

- Midscale is the top restaurant segment with 16% of plum flavored menu items appearing there.
- Beverage accounts for 79% of all plum flavored menu items.
- 46% of plum flavored menu items appear in the south region of the US, followed by west at 33%.



MENU MENTIONS:

- **Buckwheat Plum Donut** featuring red wine poached plums folded into a buckwheat donut based and dipped in a red wine sangria glaze at Dynamo Donut & Coffee in San Francisco, CA.
- Artisanal Ricotta & Herb Ravioli featuring bacon, basil, kalamata olive, roasted garlic and **plum potato pan sauce**, and topped with pecorino Romano cheese at Fifth Season in Port Jefferson, NY.
- Hungarian Coffee featuring **plum and apricot palinka** (spirit), imported Hungarian brandy with coffee, cinnamon syrup and freshly made whipped cream dusted with cinnamon at Novak's Hungarian Paprikas in Albany, OR.

Consumer Awareness of Plum

Consumers are very familiar with plum, with 91% of consumers stating they "know" plum. According to Dataessential's Flavor Tool, Plum is in the 83rd percentile, meaning that consumers love plum more than 83% of all other flavors.

- 91% know it
- 77% have tried it
- 60% love or like it



PLUM

Global New Product Introductions: 2017-2021

2,564

PLUM FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **Asia Pacific** is the top global region for plum flavored new product introductions.
- **Snacks** is the top product category globally for plum flavored new products.
- **Apple** is the top flavor paired with plum.

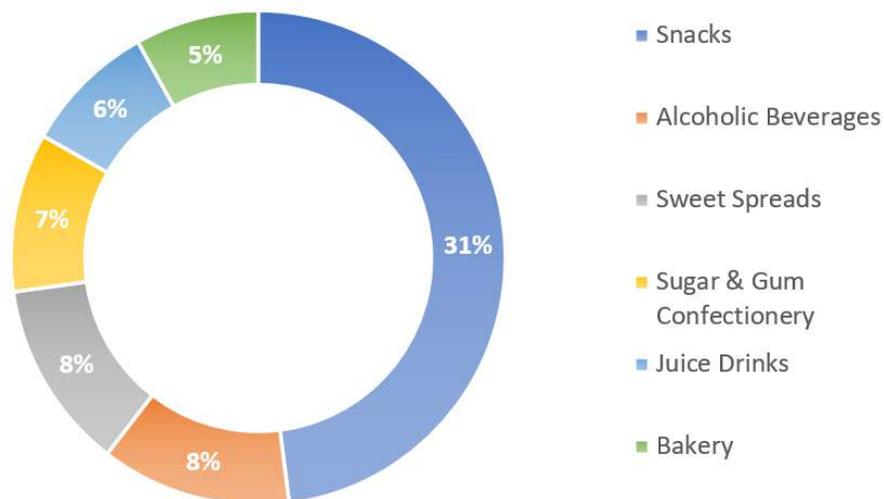


PILOS PLUM, APPLE, STRAWBERRY FLAVORED PROTEIN MOUSSE: This high protein, pasteurized product is free from added sugar, is described as thick, and is made with fruit purées, yogurt and whey protein concentrate. | Poland



GLI AIRONI RISI & CO WELLNESS BROWN RICE BARS: This product is described as an exquisite snack rich in important micronutrients that improve nutrition. It is a good source of fiber and contains plums, pumpkin seeds and goji berries. | Italy

TOP PLUM FLAVORED PRODUCT CATEGORIES



WANJUAKE PLUM FLAVORED WATERMELON SEEDS: This product is described as a fruit snack that is sour, sweet, fleshy, and crunchy. | China

PLUM

North America New Product Introductions: 2017-2021

53

PLUM FLAVORED
NEW PRODUCT
INTRODUCTIONS

FAST FACTS:

- **Snacks and Sauces & Seasonings** are the top categories for plum flavored new products in North America.
- **North America** accounts for **2%** of all plum flavored new product introductions.
- **Berry** is the top flavor paired with plum followed by apple.



LA CROIX BEACH PLUM NATURALLY ESSENCE SPARKLING WATER:

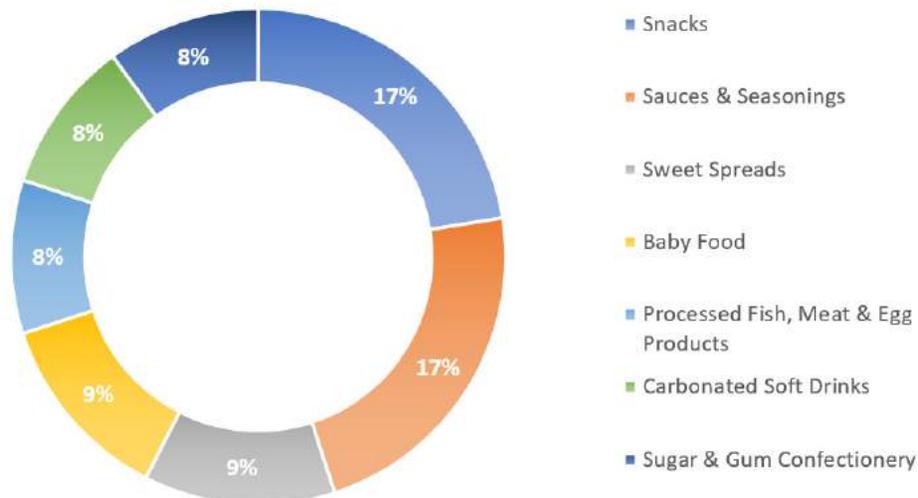
This product is described as innocent and naturally essenced. This kosher certified carbonated water is free from calories, sweetener and sodium. | US & Canada



FROG HOLLOW FARM KITCHEN ORGANIC NECTARINE & PLUM CONSERVE:

Described as "a tantalizing mix of tart and sweet with our organic nectarines and plums. As always, made with 100% organic ingredients, and stirred up with care in our own Farm Kitchen to bring the pure taste of our best Tree-ripened fruits to your table." | US

TOP PLUM FLAVORED PRODUCT CATEGORIES



BLOSSOM BOTANICAL WATER PLUM JASMINE WATER:

The botanical refreshment is said to combine lush fruit and flower botanicals to keep you hydrated. It is fortified with 50 g of Staimune, an inactivated form of the probiotic GanedenBC30 that is scientifically proven to reinforce healthy immune function. | US



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.

Plum=Plus Sweet

Plum fits perfectly into McCormick's 22nd edition of Flavor Forecast. With growth in stone fruits both on the menu and in new product introductions, plum is the perfect flavor to pair with both sweet and savory dishes. Plum's sweet and tart flavor adds freshness and balance to many dishes. From preserves, cocktails, and even sparkling water—plum is a familiar flavor that is making a comeback across the globe.

THE TAKEAWAYS

Plum is showing growth around the globe with the majority of products appearing in APAC. With its sweet and tart flavor, plum is the perfect pairing to both sweet and savory dishes and adds freshness and balance to an array of products—from baked goods, jams & jellies, and even snacks, plum is a great addition. Plum also fits perfectly into the 22nd edition of McCormick’s Flavor Forecast trend Plus Sweet. The question is—is plum 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 Appetit

BrandWatch

Food Lover’s Companion

Innova Market Insights

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FREE
Flavor Sample Here

