

CLEMENTINE

2022 • FLAVOR INSIGHT REPORT



OVERVIEW

A member of the mandarin-orange family, the clementine is a hybrid of a mandarin and a sweet orange. It has a thin peel and a tangy-sweet reddish-orange flesh that is seedless. They are great for eating as is as a snack and commonly known by their brand-name of “Cuties,” or added to salads and an array of desserts. Spotted in new products from juice drinks, sweet spreads, alcoholic beverages and baked goods—we are seeing 73% growth in global new product introductions from 2020-2021. Let us take a closer look and see where clementine is appearing on the menu, in new products, and on social media.



**Clementine is showing
73% growth in global
new products since 2020.**

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Social Listening Summary

Looking at clementine from a social listening perspective, there are a ton of mentions for Clementine from the walking dead as well as dogs and cats named Clementine. Beyond those posts, we are seeing many consumers use clementine as an ingredient in variety of dishes and recipes on Instagram. A sampling of the posts are below.

- @scones_sunflowers shares a recipe for Carrot Clementine Whoopee Pies.
- @sophies_baking_journal shares a cake that combines “clementines and thyme for this summery cake.”
- @emmahitsthespot shares a picture of a clementine granita, served in a clementine, on the dessert men at The Old Sessions House in London.



146

CLEMENTINE
RECIPES ON
FOODNETWORK.COM

On Foodnetwork.com 146 recipes appear when searching for clementine. The recipes range from beverages such as the clementine cosmo, clementine margarita and maccarita to desserts like a clementine polenta cake, chocolate covered clementines, cranberry-clementine trifle, and sweet potato pudding with clementines.

The Darlings of the Citrus World

On March 22, 2022, the clementine was featured in an article in the Chicago Sun Times titled, “Clementines – the darlings of the citrus fruit world – are delicious and nutritious.” In the article, they discuss how clementines were first brought to Florida in 1909 and California in 1914, as well as the many nutritional benefits of that clementines provide. Benefits include Vitamin C, dietary fiber, powerful antioxidants and are rich in flavonoids. The article also mentions many ways to enjoy a clementine including “in green and whole grain salads, over oatmeal, in a yogurt parfait with other fruits, granola and nuts, add segments to a plate with cheese and nuts, or enjoy them on whole grain toast with nut butter or yogurt.”



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ON THE MENU 2021

108

CLEMENTINE MENTIONS
ON THE MENU IN 2021

Source: Datassential

- **Midscale and casual dining** restaurants are tied with **34%** of clementine flavored menu items.
- **Beverage** accounts for **78%** of clementine flavored menu items.
- **65%** of clementine flavored menu items appear in the western region of the US.



MENU MENTIONS:

- Citrus Crème Brûlée featuring orange zest, **fresh clementines**, cardamom cookie, fried fennel leaves, **candied clementine sauce**, mascarpone at Café Navarra.
- Pog Bowl featuring coconut milk, frozen banana, frozen pineapple, **frozen clementine**, passion fruit puree, and guava puree at Wow Wow Lemonade Stand in Arizona.
- Chocolate Pot De Crème featuring **candied clementine**, white chocolate-cacao bark at Vedge in Philadelphia, PA.
- Maple Leaf Farms Duck Breast and Leg Confit featuring wild rice blend, brandy soaked cherries, **clementines**, roasted turnips, banyuls-red wine gastrique at The Blue Point restaurant nationwide.

Consumer Awareness of Clementine

Consumers are very familiar with clementines and as the Sun Times so graciously calls it "darling," the consumer data from Datassential agrees. According to Datassential's Flavor Tool, clementine is in the 80th percentile, meaning that consumers love clementine more than 80% of all other items.

- 75% know it
- 61% have tried it
- 50% love or like it



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Global New Product Introductions: 2017-2021

215

CLEMENTINE FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **Europe** is the top region for clementine flavored new products with 71% of all new products appearing there.
- **Juice Drinks** is the top category for clementine flavored new products.
- **Orange** is the top flavor paired with clementine, followed by cranberry.



SANPELLEGRINO NATURAL SPARKLING CLEMENTINE DRINK:

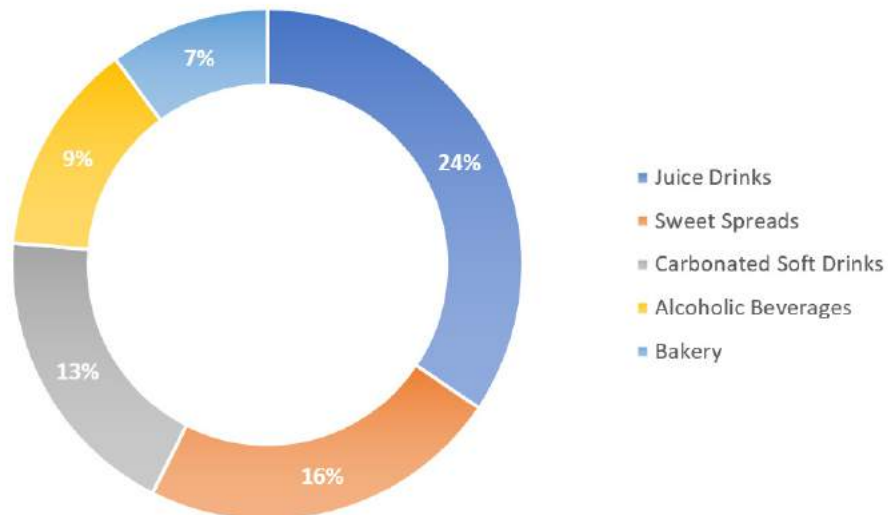
This product is described as a sparkling orange beverage with 9% clementine juice from concentrate and 5% pomegranate juice from concentrate. It was made with 100% Italian oranges. | Estonia



MACÈ APPLE, PINEAPPLE, CLEMENTINE, PASSION FRUIT AND BLUE SPIRULINA JUICE:

This product is described as a cold-pressed juice and features 100% fruit contents, is not pasteurized. | Italy

TOP CLEMENTINE FLAVORED PRODUCT CATEGORIES



SAINSBURY'S WHITE CHOCOLATE & CLEMENTINE FROSTING:

This limited-edition holiday product is described as a ready-to-use white chocolate and clementine flavored frosting, suitable for filling and decorating cakes. | UK

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North America New Product Introductions: 2017-2021

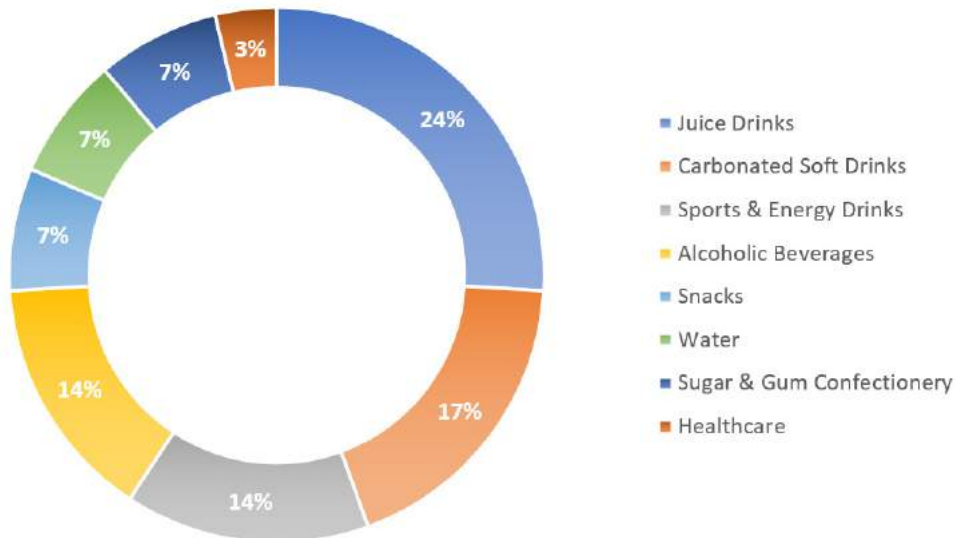
29

CLEMENTINE FLAVORED
NEW PRODUCT
INTRODUCTIONS

FAST FACTS:

- **North America** accounts for **14%** of clementine flavored new products.
- **Juice Drinks** are the top product category for clementine flavored new products in North America.
- **48%** of the clementine products in North America are only clementine flavored—but mango does account for 10% of clementine products with more than one flavor.

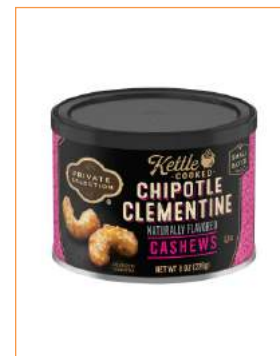
TOP CLEMENTINE FLAVORED PRODUCT CATEGORIES



AIELLO ORGANIC CANDIED CLEMENTINES COATED WITH EXTRA DARK CHOCOLATE: This product is described as candies clementines covered in dark chocolate in a method that preserves the whole fruit. This creates a contrast between the crunchy external surface and the soft, sweet inside of the fruit. | Canada



DECOY CHARDONNAY WITH CLEMENTINE ORANGE REFRESHING WINE SELTZER: This naturally flavored premium seltzer provides 80 calories per can and contains no added sugar or gluten. It combines chardonnay with sparkling water and clementine and is described as light, bubbly and delicious. | US



PRIVATE SELECTION KETTLE COOKED CHIPOTLE CLEMENTINE CASHEWS: This product is described as naturally flavored whole cashew coated in clementine and chipotle flavored glaze then kettle cooked in small batches to create an irresistible treat perfect for sharing or entertainment. | 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.

Clementine=Plus Sweet

Clementine fits perfectly into the 22nd Edition of McCormick's Flavor Forecast. Citrus flavors including clementine are showing growth around the globe and clementine is the perfect sweet and tangy flavor to add freshness and juicy notes to sweet and savory products alike. From juices, alcoholic beverages, sweet spreads, bakery and even salty snacks like nuts—clementine is the perfect flavor to take your product offering to the next level.

THE TAKEAWAYS

Clementine is showing growth around the globe with the majority of new products appearing in Europe. Clementine is also showing growth on restaurant menus, with midscale and casual dining as the key restaurant segments and beverages accounting for 78% of all clementine flavored menu items. With its sweet and tangy flavor profile, it is a great addition to not only beverages, but also baked goods, chocolate confectionary and even salty snacks. Clementine also fits perfectly into the 22nd edition of McCormick's Flavor Forecast trend Plus Sweet. The question is—is clementine 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

Foodnetwork.com

Chicago Sun Times

Instagram

Food Lover's Companion

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