

FLAVOR SPOTLIGHT:

LYCHEE

The fascination with exotic fruits from far away and the ever-growing popularity of Asian cuisines has paved the way for interest in the lychee (litchi) fruit. Hailing from the East, lychee is pleasantly sweet with a grape-like texture. It has been revered as a symbol of love and romance in China for more than 2,000 years, largely due to its bright red, heart-shaped outer shell. While a brief harvest season makes fresh lychee a rarity, this delicacy is available in canned and juice forms year-round. With its sweet, floral flavor, lychee is a unique fruit profile!

TREND SIGNALS

+230k

average searches per month for **lychee**.

Google Trends, US, Feb 2023 – Feb 2024

5.5%

Expected CAGR growth of the global **lychee** market 2024-2029.

Mordor Intelligence

“A tree fruit native to China, **lychee** is a flavor that’s **making waves** in America.”

By Katlyn Moncada, Better Homes & Gardens, July 2023

Googling for Lychee

Consumers are interested in utilizing lychee as an ingredient, especially for making cocktails. US Google searches for Lychee Martini are the most popular, and have grown year-over-year since 2019. The most common time for lychee martini searches is during the Christmas season.



TASTING TABLE

TASTING TABLE | Classic Lychee Martini Recipe



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ON THE MENU

Lychee has grown **+24%** on US menus between '20-'24 and has an ABOVE AVERAGE 4-year prognosis. It is most often featured in beverages, but can also be found with desserts and proteins.

Datassential, US Chains & Independents

Common Flavors Found with Lychee on Menus

- Vodka
- Lime
- Sake
- Rose
- Mint
- Vanilla
- Matcha
- Sweet & Sour



Panda Express, Summer 2023
PEACH LYCHEE REFRESHER
 Featured as a panda crafted beverage.
 Photo: www.lesliegrow.com



Brooklyn Chop House
LYCHEE FROZEN
 Blended lychees, coconut cream, rose wine, Absolute vodka blended and frozen.



Duangrat's Thai Restaurant (Falls Church, VA)
LYCHEE DUMPLINGS
 "An unlikely, yet refreshingly delicious pairing of cool, sweet Thai lychee fruit stuffed with caramelized ground pork, peanuts and shallots."

ON THE SHELF

72 product launches with Lychee featured in the title or as ingredient between '23-June '24.

Innova, US & Canada launches



ONDORI Electrolyte Hydration Mix Powder With Lychee Flavor.
 US, Dec 2023



POCKET CHOCOLATES Lychee Oat Milk Chocolate Coated Almonds
 US, April 2023



MAISON PERRIER Forever Lychee Sparkling Beverage
 "An exhilarating combination of natural lychee flavour and irresistible sparkling water, MAISON PERRIER Forever Lychee is a refreshing beverage that's sure to delight."
 Canada, April 2023

Sports nutrition, alcoholic beverages and soft drinks had the most launches with lychee as a profile; however, it also appeared in confectionery, desserts & ice cream, bakery, supplements, and dairy.

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FROM OUR CULINARY MIXOLOGIST

Gabby Quintana, in-house mixologist crafted a Lychee Yuzu Cherry Blossom Hops Mocktail featuring a variety of natural type flavors. Surprisingly, yuzu and hops share the same botanical family, and both offer citrus and bitter notes, while the cherry blossom and lychee flavors provide floral notes.



“Complementing the floral flavor of cherry blossom, the lychee flavor offers sweet, light rose notes. The lychee flavor would also be amazing for icing, sandwich cookie fillings, ice cream, cake pops and other sweet applications.”

Gabby Quintana, Principal Research Chef & Culinary Mixologist

TAKEAWAYS:

As global flavors continue to make their way into the North American food scene, exploring fruit profiles is an approachable way for consumers to experience the tastes of diverse cuisines. Applying the flavor of lychee to applications showcases a distinct sweet fruit hailing from Asia. Its floral notes create premium appeal, making it a star choice for adult drinks like canned cocktails. However, it can add fresh appeal to other beverages and sweet applications like candy and baked goods.

From concept to manufacturing, we're here for you!
Contact us or click to request a **FREE** flavor sample.