

## FLAVOR SPOTLIGHT:

# TOASTED COCONUT

More than a pretty topping, toasted coconut delivers texture and tropical flavor to desserts like cakes and pies. Shredded coconut is elevated to a rich, complex, toasty profile through the cooking process. The sweet brown notes merge with fruity coconut to create showstopping summer drinks and treats. However, toasted coconut can also deliver warmth to colder weather comforts, like cookies and cocoa. No matter the season, toasted coconut is an appealing, versatile flavor.

## TREND SIGNALS

**+10%**

12-month growth on U.S. menus.

*Datassential, U.S. Chains & Independents, 2024***21k**Total social media mentions  
of toasted coconut.*8.1.23-9.3.24, BrandWatch, Canada & U.S., English*Consumer familiarity with  
TOASTED COCONUT indicates  
that it is **GAINING FAST**.\*

**“ I love toasted coconut because it combines sweet brown, baked notes with tropical fruity flavors. The reaction process balances the whole flavor and rounds out the coconut. It reminds me of my grandmother’s macaroons fresh from the oven! ”**

*Lisa Bird, Senior Principal Scientist*

FLAVOR SPOTLIGHT:

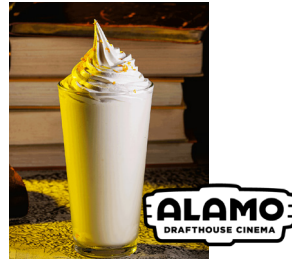
# TOASTED COCONUT

## ON THE MENU



TCBY, Hawaiian Coconut soft serve frozen yogurt LTO in Aug 2023. Rich and creamy swirls of **toasted coconut** will instantly transport your taste buds to a tropical paradise.

Photo: TBCY



Alamo Draffhouse Cinemas, Whip at a Gun Fight Shake This creamy treat packs plenty of firepower with vanilla ice cream, orange, **toasted coconut**, whipped cream, and orange zest.

Photo: Alamo Draffhouse, 2023

## RECIPES



@thepioneerwoman's Shortcut Coconut Cream Pie with creamy custard and topped with **toasted coconut chips** on X received 26K views. 1.3.24, FoodNetwork.



### Cooking

NY Times Coconut Ginger Chicken recipe by Mark Bittman features **toasted coconut**.

## ON THE SHELF

**37** product launches with 'Toasted Coconut' in the title or as ingredient between '23-Aug '24.

Innova, US & Canada launches



**KIND Toasted Coconut Oats and Honey Granola Bars**  
U.S. Dec 2023



**HAMMONDS Toasted Coconut Marshmallows**  
Canada, May 2023



**STARBUCKS Limited Edition Toasted Coconut Mocha Flavored Ground Coffee in Pods**  
U.S. March 2024

Top launch categories include cereal & energy bars, confections, coffee, cakes, and cookies. Toasted coconut can be found paired with flavors such as chocolate, peanut butter, caramel, honey, and almond.

FLAVOR SPOTLIGHT:

# TOASTED COCONUT

## FROM OUR BENCH

Lisa Bird, Senior Principal Scientist developed a Toasted Coconut WONF that she describes as *having the taste and aroma of a tropical oasis*. The reaction flavor is great for:

- Beverage applications like smoothies
- Ice cream and frozen desserts
- Bars and bakery bites
- Meal applications like coconut shrimp, Thai stir fries and breaded chicken

## FROM OUR CHEFS

For a twist on hot chocolate, check out **Toasted Coconut White Hot Chocolate**. The comforting cocoa is infused with the rich flavors of McCormick® Coconut and Pure Vanilla Extracts. For a festive finish, it is sprinkled with toasted coconut which delivers a tropical, slightly

*McCormick Consumer Culinary*



## TAKEAWAYS:

From light cream pies to rich coffee drinks, toasted coconut can be found in various sweet treats throughout the year. Also, it can lend nutty and fruity notes to savory dishes such as rice, meats, and fish. As a reaction flavor, toasted coconut can deliver a signature, culinary forward profile for a range of applications. Ready for a taste of the tropical for your innovations? We're here to help.

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