



Trend Spotlight: Multi-Sensory Foods That Leave a Lasting Impression

March 2019



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Trends Spotlight: Multi-Sensory Foods

Consumers are craving memorable moments by exploring texture, color, scent, shape and flavor. This Month's newsletter focuses on new product introductions with one or more of these features.

According to research completed by Lightspeed/Mintel –

- Consumers are searching for the next new taste experience
- These foodies also stated they love new, unique, and unusual textures
- Sharing food photos is part of the eating experience. Consumers are looking for foods that are visually appealing from a color standpoint...

In this trend report, we've highlighted new products that caught our attention, including:

- Indulgent options
- Saucy flavors
- Creative beverages
- Sensory experience with texture
- Color pops

Looking for help developing a new product? Tree Top's R&D team welcomes opportunities to create custom formulations for your unique needs.

Tree Top's fruit ingredients are a triple threat – offering all three multi-sensory features of taste, texture and color.



Taste

March 2019

This section of the monthly update focuses on a specific food/drink category, aiming to provide you with an understanding of what's trending across **New Product Introductions**.

US consumers show interest in decadent recipes

38% of US frozen treat purchasers would pay more for premium options, and 25% would like to see more indulgent options.



Decadent flavor

Tracey's Bordeaux Cherry Pure Premium Ice Cream (Canada) is made with real cream and 100% Canadian milk.



Healthy indulgence

Le Sorbet Pitaya Cream Sorbet (Brazil) is flavored with dragon fruit, and sweetened with erythritol (just like Halo Top). It also contains coconut oil, which provides a slower melting point and smooth texture.



Crumbled indulgence

Breyer's Gelato Indulgences (US) is topped with a gourmet biscotti crumble.

Sauces get more specific



Pomegranate & Ras el Hanout

Sainsbury's Pomegranate & Ras el Hanout Dressing (UK) is described as an aromatic, earthy and fruity dressing with tangy pomegranate juice, red chili puree and fragrant North African spices.



Plum

Williams Sonoma Lettuce Cup Starter Sauce is a house-crafted vibrant blend of soy, plum, ginger, garlic and sesame, and is indicated to prepare Chinatown-style lettuce cups with the rich flavors of soy and sweet plum puree with aromatic spices.

Seasonal beer to keep consumers interested all through the year



Basil, elderflower, pineapple

Liefmans Yell'oh on the Rocks Summer Beer with Herbs and Flowers (Belgium) contains basil, elderflower, sugar, sweetener and 11% fruit, including apple and lime, and is flavored with pineapple flavor.



Mulled syrup

Bestbir Mulled Beer with Juice (Poland) is a lager beer with added mulled syrup is made using the traditional open fermentation process.

Mainstream CSDs also get creative



Mango

Diet Coke Twisted Mango (Canada) is an example of how Coca-Cola has updated its Diet Coke brand globally with a range of more exotic fruit flavors.



Passion fruit

Fanta Passionfruit Cream (Australia) reflects Fanta Brand's new experimental flavors, including this limited edition passion fruit cream variety.



Texture

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Pair contrasting textures and flavors can change the sensory experience



Creamy + Chewy

Little Moons Uji Matcha Green Tea Soft Mochi & Gelato Ice Cream (UK) are created by wrapping bite-sized balls of artisan gelato ice cream in a layer of soft, chewy mochi, the combination of a velvety outer and a creamy center.



Smooth + Crunchy

Mayver's Protein Peanut Butter with Hemp Seeds (Australia) has a "smunchy" texture.



Firm and chewy

Del Monte Juice & Chews with Pineapple and Nata Bits Pineapple Blueberry Flavored Juice Drink (Philippines) is a drinkable fruit snack, combining the delicious taste of real pineapple juice blends with real pineapple and nata bits.



Crunchy + Creamy

Nature Valley Peak Edition Granola Cups with Almond Butter Double Chocolate (US) are described as naturally flavored crunchy, creamy and delicious cups with creamy almond butter filing.

Mix-ins get even more indulgent in the US



Layering

Specially Selected Strawberry Mousse Cups (US) feature layers of vanilla flavored cream, crunchy chocolate chips, fruity strawberry sauce and golden cake, decorated with white chocolate hearts.



Taking mix-ins to the next level

Big Gay Ice Cream's Blueberry Gobbler (US) consists of vanilla ice cream with blueberries and contains chunks of pie crust in a product that blurs boundaries with the wider dessert category.



A multi-sensorial experience

Sour Patch Kids Red, White & Blue Sorbet & Light Ice Cream (US) comprises sour and sweet flavors from swirled lemon sorbet and vanilla light ice cream, while a redberry swirl and blue Sour Patch Kid pieces add different textures.

Experiment with seeds

21% of US smoothie consumers are interested in ordering a smoothie with chia seeds.



Basil seeds

Friya Cucumber & Pear Superfood Drink with Basil Seeds (Germany) combines basil seeds with the delicate cucumber and pear aroma to relieve food cravings.



Chia seeds

Wow Apple, Spinach & Kiwi Chia Seed Drink (UK) is delicious cold-pressed juice containing chia seeds and kiwi pulp



Color

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Pops of color appear across categories



Swirls of green & purple
H-E-B Select Ingredients Creamy Creations Mardi Gras Premium Ice Cream (US) comprises cinnamon cake ice cream swirled with green and purple cream cheese frosting and candy sprinkles.



Black activated charcoal
Press Charcoal Lemonade (UK) contains lemon, lavender and activated charcoal.



Color from cranberries
Ocean Spray Pact Cranberry and Raspberry Infused Water (US) contains a color straight from cranberries.



Natural color
Joyböl Smoothie Bowls Superberries and Açaí Smoothie Bowls (US) are made with color from natural sources.

What's next for color?



Natural pink via ruby cocoa
Nestlé Kit Kat Ruby Chocolate Coated Crispy Wafers (Germany) is made with natural ruby cocoa beans that are said to provide a unique berry flavor chocolate experience and pink color.



Dark purple from Thai riceberry
Sunbites Plus Crispy Baked Rice Mixed with Riceberry (Thailand) are rice snacks that are thin, light and aromatic. The key ingredient, riceberry, has a natural purple-black hue, which is a color tapped to be popular in 2018.



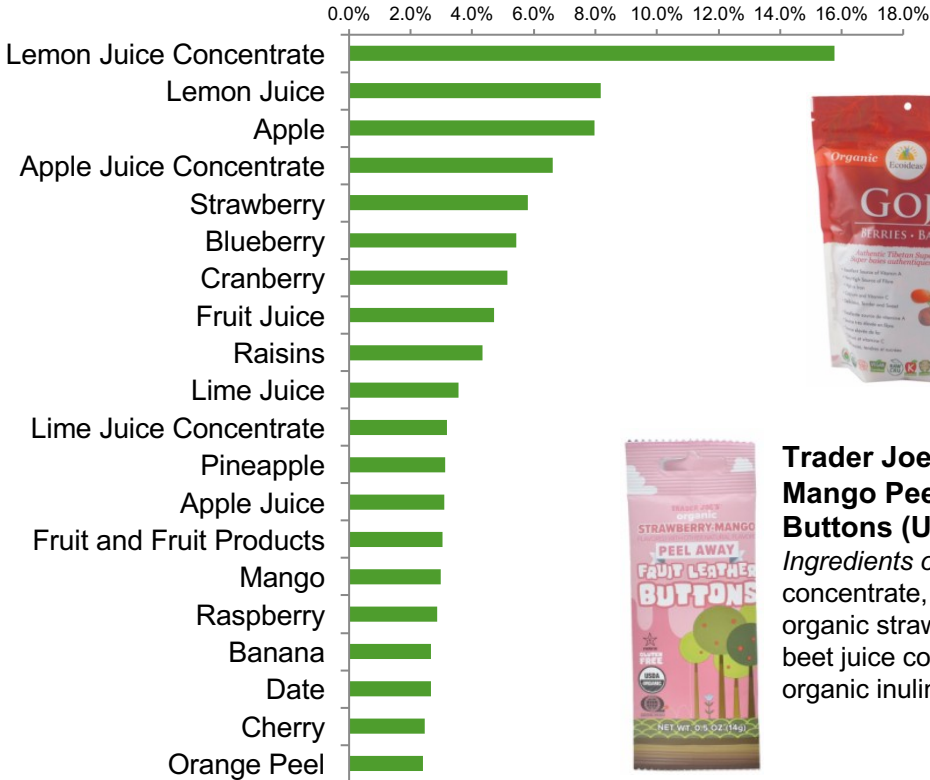
FADS that last
Fazer Sourdough Bread with Cumin (Russia) is made with molasses and peeled baking rye flour, giving it a dark color, which springboards off the black activated charcoal trend.



This section of the monthly update keeps you informed on what's happening in fruit, focusing on popular and growing fruit ingredients being seen in *food & drink products* launched in North America.

Most Active & Top Growing Fruit Ingredients

% of North America food & drink products with fruit listed as an ingredient, by 20 most active fruit ingredients, March 2018 – Feb 2019



Ecoideas Organic Goji Berries (Canada)
Ingredients on pack: raw organic Tibetan goji berries (*Lycium barbarum*)



Trader Joe's Organic Strawberry and Mango Peel Away Fruit Leather Buttons (US)
Ingredients on pack: organic mango puree concentrate, organic strawberry puree, organic strawberry juice concentrate, organic beet juice concentrate (color), pectin, organic inulin, natural flavors

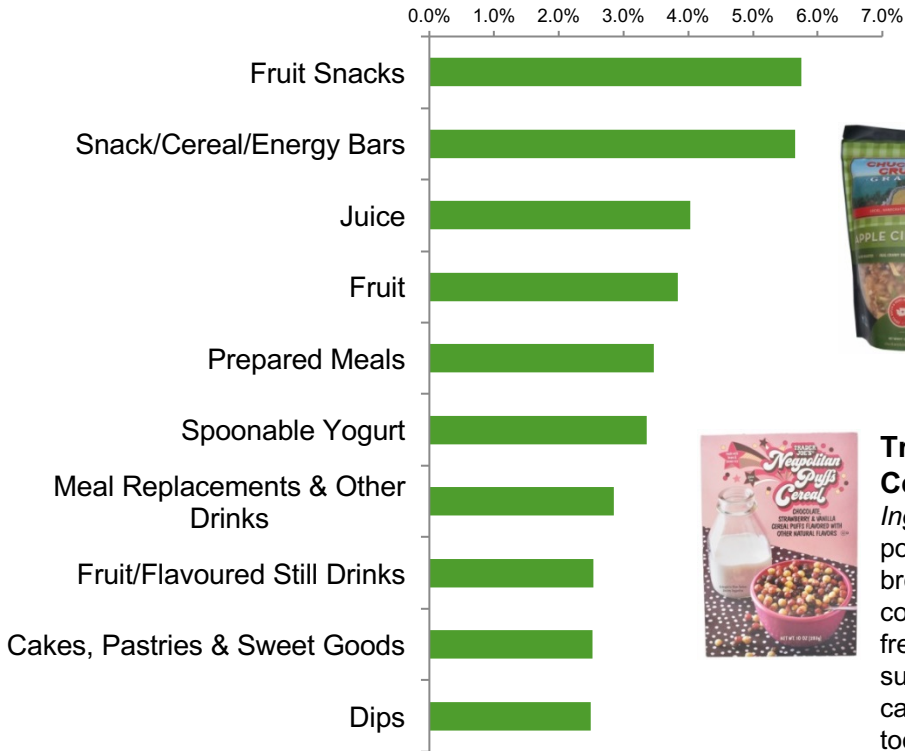
Emerging Fruit Ingredients seen in Food & Drink	% change: Mar 2017/Feb 2018 vs Mar 2018/Feb 2019	Total Sample
Coffee Fruit Extract	228%	0.31%
Mango Juice Concentrate	154%	0.43%
Pear Puree	97%	0.54%
Green Olive	65%	0.69%
Plantain	63%	0.32%
Lemon Puree	60%	0.34%
Luo Han Guo Extract	56%	1.60%
Banana Puree	55%	1.79%
Citrus Fibre	54%	0.63%
Black Olive	51%	0.62%



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Most Active & Top Growing Categories with Fruit Ingredients

% of North America food & drink products with fruit listed as an ingredient, by 10 most active sub-categories, Feb 2018 – Jan 2019



Chuckanut Crunch Apple Cinnamon Granola (US)
Ingredients on pack: *organic oats, *pure maple syrup, *walnuts, *coconut oil, *Granny Smith apples, *cinnamon, *sea salt
 *non-GMO ingredients



Trader Joe's Neapolitan Puffs Cereal (US)
Ingredients on pack: garbanzo bean powder, cane sugar, navy bean powder, brown rice flour, pinto bean powder, cocoa processed (alkali), rice protein, freeze dried strawberries, salt, sunflower lecithin, natural flavors, purple carrot juice powder (for color), mixed tocopherols (preservative), natural vanilla flavor

Emerging Sub-categories with Fruit Ingredients	% change: Feb 2017/Jan 2018 vs Feb 2018/Jan 2019	Total Sample
Butter	824%	0.07%
Dessert Toppings	413%	0.09%
Instant Noodles	311%	0.11%
Sports Drinks	219%	0.27%
Caramel & Cream Spreads	208%	0.03%
Baby Fruit Products, Desserts & Yogurts	167%	1.67%
Dry Soup	157%	0.05%
Cassava & Other Root-Based Snacks	157%	0.05%
Baby Biscuits & Rusks	135%	0.17%
Baby Cereals	118%	0.18%