



CLEMENTINE

2018 • FLAVOR INSIGHT REPORT

As a small member of the mandarin orange family, the clementine is sweeter and juicier than a traditional orange and are rich in vital nutrients including calcium, magnesium, and vitamin C. It is often confused with other members of the mandarin orange family such as the tangerine or the satsuma. We're seeing clementines appear in a host of products and recipes- from the traditional clementine-cranberry scone to a more savory roasted chicken with clementines. Let's take a look at the various forms of clementine on the menu, in social media, and in new products.

CLEMENTINE

Print & Social Media Highlights

There are several mentions of clementine in social and print media. Here are some of the highlights.

- While scrolling through Pinterest, clementine pins appear in a wide variety of food and beverage recipes but especially baked goods. These pins include clementine and chia seed yogurt pound cake, spinach and clementine salad, cranberry clementine coconut bars, roasted chicken with clementine, and clementine honey cheesecake.
- A Twitter search show tweets mentioning clementines, including this one by @healthyrecipes "Clementine and almond syrup bundt cake" with attached recipe. Also mentioned by @ChicagosNatalie "Eat good and healthy at the same time! Clementine & coconut nib meringues only 25 calories each!" with attached recipe.
- The January 2018 issue of Saveur features a spread on various holiday traditions around the world. In New Orleans, the holidays come with rum and clementines. Included in this article is a recipe for clementine liqueur prepared with dark rum Agricole and clementine peels.



Source: Pinterest



Source: Pinterest

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52

CLEMENTINE RECIPES
ON GENIUS KITCHEN

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On Genius Kitchen, formerly food.com, 52 recipes appear when you search for clementine. Recipes include clementine cake, apple clementine chutney, short rib flatbread with clementine gremolata, clementine martini, clementine cranberry biscotti and iced clementine parfait.



CLEMENTINE

ON THE MENU: Q3 2016-Q3 2017

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18

CLEMENTINE
MENTIONS ON
THE MENU

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Fine/ Upscale Dining is the top restaurant segment, with entrée, dessert and appetizer as the top three menu sections with the most clementine flavored items. Beverages account for 44% of all clementine flavored menu items.



MENU MENTIONS:

- **Clementine Almond Cake** is made with honeyed yogurt, winter citrus and fennel pollen at Cicchetti.
- **Carrot and Fresh Organic Turmeric Soup** which features clementine-ginger and toasted buckwheat at Bouley's.
- **Palacinke Agli Agrumi** with warm crepes, clementine jam, limoncello cream, caramelized citrus and meyer lemon sorbet at Felidia.
- **Herb Roasted Shrimp Cocktail** with chipotle and clementine cocktail sauce, avocado and lime smash and corn tortilla strips at the Rattlesnake Club.

Source: Mintel Menu Insights

A CLEMENTINE A DAY

There's an old saying that goes 'an apple a day keeps the doctor away,' but what if you eat a clementine? This fruit is packed with fiber and essential nutrients like vitamin C, folate, calcium, magnesium, phosphorus and potassium all of which are said to deliver health benefits like strong bones, healthy muscle, heart health, and digestion & electrolytes balance.



CLEMENTINE

Global New Product Introductions: 2013-2017



171

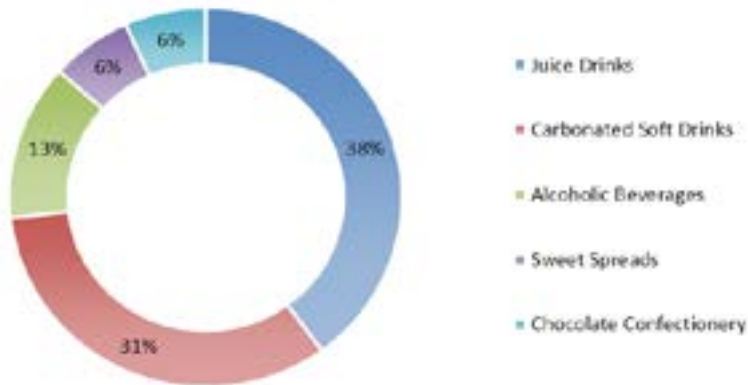
CLEMENTINE
FLAVORED
NEW PRODUCT
INTRODUCTIONS



GLOBAL FAST FACTS:

- **EUROPE** is the top global region for clementine new product introductions with 76% of all new products.
- **JUICE** is the top product sub-category globally for clementine flavored new products.
- **ORANGE** is the top flavor paired with clementine.

TOP 5 CLEMENTINE PRODUCT CATEGORIES



BERGERIE GOAT'S MILK YOGURT WITH CLEMENTINE: is described as an organic and natural goats milk on a clementine puree layer. Germany



MARKS & SPENCER CHOCOLATE & CLEMENTINE CREAM LIQUEUR: is a blend of alcohol, dairy cream and flavorings and is described as delicious. Ireland



WAITROSE CHRISTMAS CLEMENTINE AND CRANBERRY SIDE OF SALMON: is a Scottish salmon filet decorated with clementine, cranberries and orange zest. UK



MORRISONS DUCK PATE WITH CLEMENTINE: features a smooth duck liver, chicken liver and pork pate with clementine confit. UK

CLEMENTINE

North America New Product Introductions: 2013-2017

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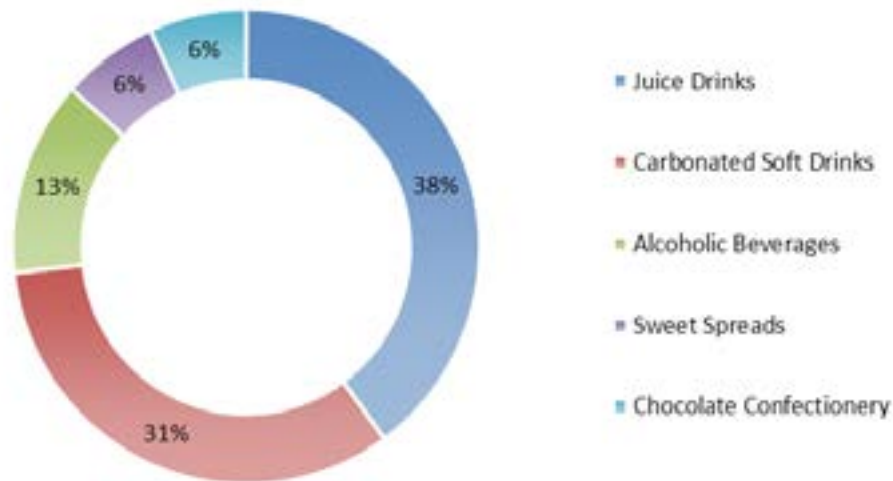
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NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 9% of all clementine flavored new product introductions.
- **CARBONATED SOFT DRINKS** is the top product sub-category for clementine flavored new products..
- **LEMON** is the top flavor paired with clementine.

TOP 5 CLEMENTINE PRODUCT CATEGORIES



GALVANINA ORGANIC FRUIT CLEMENTINE FLAVORED ITALIAN SPARKLING BEVERAGE: this product contains 12% juice and 1% pulp and is USDA certified organic. USA



LASSONDE OASIS HYDRAFRUIT CLEMENTINE FRUIT JUICE BEVERAGE: this pasteurized product contains 60% less calories than the leading regular fruit juice blends. Canada



CUTIES CLEMENTINE MANDARIN BLEND: described as 100% tangerine juice with vitamin C, which is not from concentrate and provides 150% daily recommended intake of vitamin C. USA



OTTER CREEK BREWING FRESH SLICE WHITE IPA: is brewed with a dose of coriander and a hint of natural clementine flavor. USA

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.



SOURCES:

Mintel GNPD
Mintel Menu Insights
Pinterest
Twitter
Genius Kitchen
News 18
Food Lover's Companion



Contact our sales service department at 630.578.8600 to request a flavor sample or chat us up at www.fona.com/contact-fona/