

2020 FLAVOR WATCH LIST

Flavor Radar®

Assertions about flavor trends can sometimes seem heavy on intangibles and light on data. To fill this gap between theory and fact, FONA developed Flavor Radar®, a flavor mapping methodology that trends flavors from novel idea to everyday pantry staple.

FONA's Flavor Radar uses a mix of current data points from industry-renowned databases and in-depth analysis on how a flavor trend is affecting the food industry.

Flavor Radar encompasses four categories: Novel, Up & Coming, Mainstream and Everyday. These categories are driven by FONA's expert analysis of a comprehensive set of indicators including restaurant menus, new product introductions and print media data. Need more? Stay tuned to our Flavor Insight reports this year! Count on in-depth and action-focused details on the tastes making big moves.

TAKE A PEEK AT THE FLAVORS WE WILL BE KEEPING A CLOSER EYE ON IN 2020.

NOVEL

- Jackfruit
- Tiger Nut
- Wattle Seed
- Quandong

MAINSTREAM

- Elderflower
- Harissa
- Matcha Green Tea
- Rose
- White Peach
- Jasmine

UP & COMING

- Marionberry
- Orange Blossom
- Baharat

EVERYDAY

- Lavender
- Hibiscus
- Key Lime
- Plum
- Rosé Wine
- Roasted Garlic

