

# 10 Things You SHOULD KNOW January 2015

Team with FONA for complete taste solutions!

FONA's consumer and market insights experts translate trends into product ideas and connect the dots from research to concepts to market opportunities. Our flavor and product development experts are at your service to help meet the labeling and flavor profile needs to capitalize on market and consumer trends. From concept to manufacturing, we're here every step of the way!

1. Burnt-toast powder lends a "nutty, smoky" flavor to sauces, savory dishes and even makes an interesting topping on vanilla ice cream, where it "takes on a malty, chocolate-like flavor." | *Saveur*

3. Just a few of the many fig flavor combos we spotted: Bacon-Fig Tassies, Chocolate-Dipped Figs, Figs Drizzled with Honey-Syrup, Arugula-Fig-Salad, Tempeh Braised with Figs & Port Wine, and a Roasted Fig Cocktail made with whiskey, maple syrup, fig puree, lemon and balsamic vinegar.

5. "Pure maple" has premium positioning with consumers and is one of the top three alternative sweeteners, along with honey and agave nectar. It's also appearing in more drinks, such as "Hoosier Heritage" at North End BBQ, winner of Indiana's 2015 cocktail of the year contest, featuring whiskey, maple syrup, apple cider and lemon juice. | *Indianapolis Star*

7. Savory persimmon dishes sautéed with radicchio or paired with crispy pork belly move the fruit beyond sweet treats. Virginia's Ardent Craft Ales made persimmon beer from a 300-year-old recipe discovered by the Virginia Historical Society. | *Vegetarian Times, Saveur, Richmond-Times Dispatch*

9. Harissa, called "North Africa's favorite hot sauce," could be the next sriracha. It's been spotted in more high-end dishes such as Harissa & Maple Roasted Carrots, as well as adding a spicy kick to the everyday comfort food of ranch dressing. | *npr.com, bon appetit, Flavor & the Menu*

2. Avocado toast lovers sent 62,000 tweets in 2014. Perhaps they've enjoyed the \$10 best-selling avocado toast at Chalais in NYC dressed with radish, eggs and vinaigrette. | *Food Network Magazine, DNAinfo.com*

4. Move over, bread basket — crunchy toast bites are here! Topped with everything from nut butter and honey to trout roe and radishes, flavor opportunities are huge! Textural and visual oomph are important, with chefs topping creations with a "drizzle, crumble or sprinkle." | *Flavor & the Menu, bon appetit*

6. "What is tahini?" was a top search in New Zealand for 2014, and Rachael Ray, Jamie Oliver and Williams-Sonoma have all recently posted on Twitter about the sauce. A recent issue of *bon appetit* featured tahini-flavored cookies, hot chocolate and dates.

8. Maple on the move: Making it easy to add maple flavor to any dish you wish, Tonewood Maple in Vermont sells a maple flavor set: maple cream for spreading, pure maple flakes for sprinkling and a pure maple cube for grating.

10. Savory waffles: *Food Network Magazine* suggests a grilled cheese waffle with manchego and fig jam. Seattle's Waffle Wagon has turkey & stuffing, taco and shepherd's pie options. Tallgrass Kitchen features a veggie hash waffle starring potato, onion and kale.