

20 FLAVOR 16 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 is the perfect 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.

Take a peek at the flavors we will be keeping a closer eye on in 2016.

NOVEL

- Harissa
- Lulo
- Ube/Purple Yam
- Sea Buckthorn
- Golden Berry
- Peri-Peri/
Piri-Piri
- Feijoa
- Cupuacu

UP & COMING

- Bergamot
- Elderflower
- Lavender
- Lingonberry
- Rooibos
- Juniper

MAINSTREAM

- Matcha Green Tea
- Lemongrass
- Fig
- Saffron
- Rhubarb
- Cardamom
- Cashew

EVERYDAY

- Smoke
- Rosemary
- Beet
- Curry
- Blood Orange
- Bourbon
- Habanero