

# 20 FLAVOR INSIGHT 16 REPORT

---



## Rooibos

### By the Numbers

Rooibos is a broom-like plant with leaves that resemble needles. A member of the legume family, rooibos has needle-like leaves which are the edible part of the plant. Once the plant is harvested, their leaves are oxidized (also referred to as fermented) to create tea leaves. Oxidized tea leaves have a reddish brown hue that gives the tea leaves an enhanced flavor (compared to unoxidized green leaves that have a malty and slightly grassy flavor.)

*Let's take a look at the various forms of rooibos on the menu, in social media, and in new products.*

---

# Rooibos Spotlight

There are several mentions of rooibos in social media. Here are some of the highlights.

- While scrolling through Pinterest boards, many rooibos recipes were featured especially in the beverage category. Pins include Freshpak Rooibos tea frozen popsicles, Red Berry Rooibos Smoothie bowl, white chocolate and rooibos tea fudge and Rooibos Tea peach punch.
- A quick Twitter search features tweets that mention rooibos such as an article from Scott Williams (@ScottWilliams) detailing the health benefits of red rooibos tea, @TeaCentralNet with a seared tuna with tangerine, rooibos and watermelon, and @RooibosRocks posted a rooibos panna cotta with poached grapefruit.
- On Food.com 30 delicious recipes pop up if you search for rooibos. These recipes include iced rooibos and mango tea, coco chai rooibos tea blend, and refreshing rooibos summer cooler.

We are also spotting rooibos in print publications. Here are some of the highlights.

- In the May 2016 issue of *CNN Money* is a refreshing new twist on traditional beverage recipes for vodka, rum and gin drinks. They feature a distillery in Durban that is working on infusing vodka, rum and gin with unique African flavors such as Rooibos.
- In the January 2016 issue of *Beverage World*, they put a spotlight on five ingredient trends that are driving today's health-and-wellness beverage market. Of these ingredients, they mention rooibos as one of the very popular tea extracts that are on the rise.



*Pinterest, Red Berry Rooibos Smoothie Bowl*



*Food.com, Coco Chai Rooibos Tea Blend*

## Rooibos on the Menu

Q3 2009-Q3 2015

- Strawberry Ice Cream with orange blossom, rooibos and crumbled almonds, *Clio Restaurant*
- Rooibos Tisane, *Botany*
- Northern Lite Vanilla Rooibos Tea Latte, *Caribou Coffee*
- Organic Rooibos Bourbon, *Chaya*
- Cinnamon and Rooibos sweetened Chai Tea Latte, *Starbucks Coffee*

31  
MENTIONS

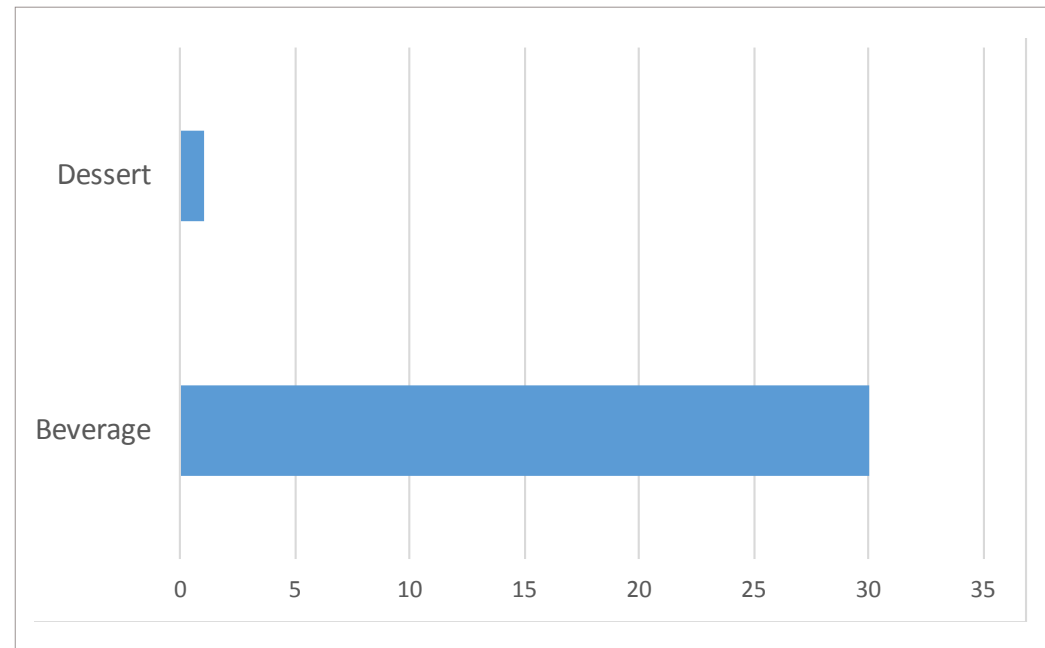
QUICK  
SERVICE  
TOP RESTAURANT  
SEGMENT

## Rooibos: So Much More than a Tea Substitute

Apart from the ability to avoid caffeine for those who are sensitive, rooibos offers a number of surprising health benefits. This is mostly because of the fact that rooibos is, botanically speaking, not a “tea” plant at all but a legume, making it more closely related to plants like beans, peas and lentils, all of which are known for their healthy makeup. Unlike regular teas, which are made from plants in the Camellia genus, rooibos offers a nutrient profile that is extremely high in antioxidants but is also caffeine-free and low in tannins.

Source: *Mintel & Nation's Restaurant News*

### Rooibos on the Menu: Top Menu Sections



## Rooibos Global New Product Introductions Products of Note

147  
NEW PRODUCTS



Sugar Free Raspberry and Rooibos Shortbread Biscuits, France



Apricot and Rooibos Smoothie, South Africa



Baby Rooibos Tea, South Korea

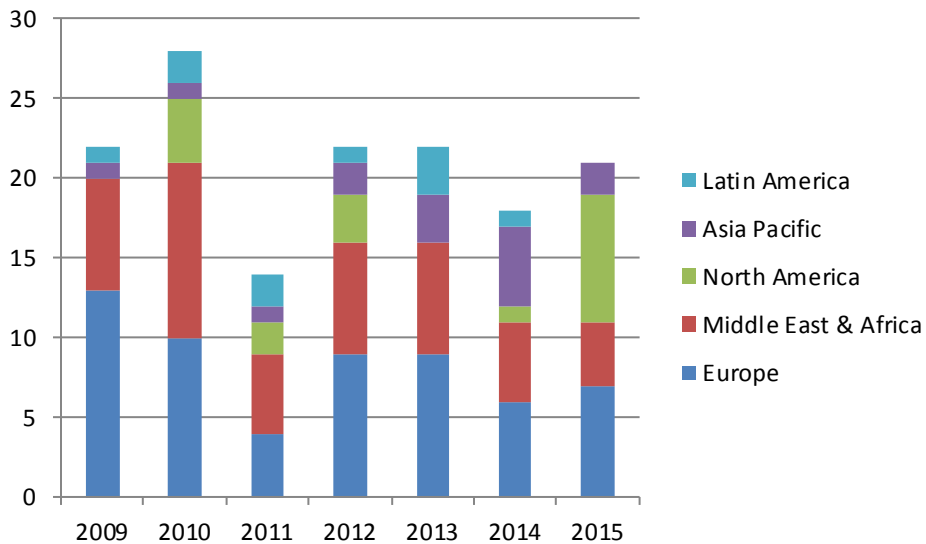


Peach Infused Rooibos Liqueur, South Africa

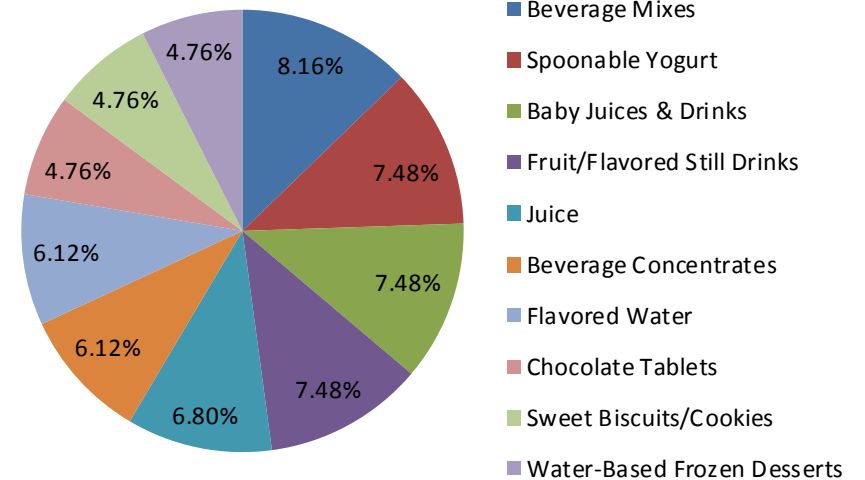


Pure Rooibos and Honey Ice Cream, Switzerland

## Rooibos New Product Introductions, Global 2009-2015



## Rooibos New Product Introductions, Global 2009-2015 by Top Sub-Category



Source: Mintel GNPD

## Rooibos North America New Product Introductions Products of Note

18  
NEW PRODUCTS



Brewla's Cherry Pomegranate and Red Tea Bars



Vosges Haut-Chocolat Blood Orange Caramel Bar

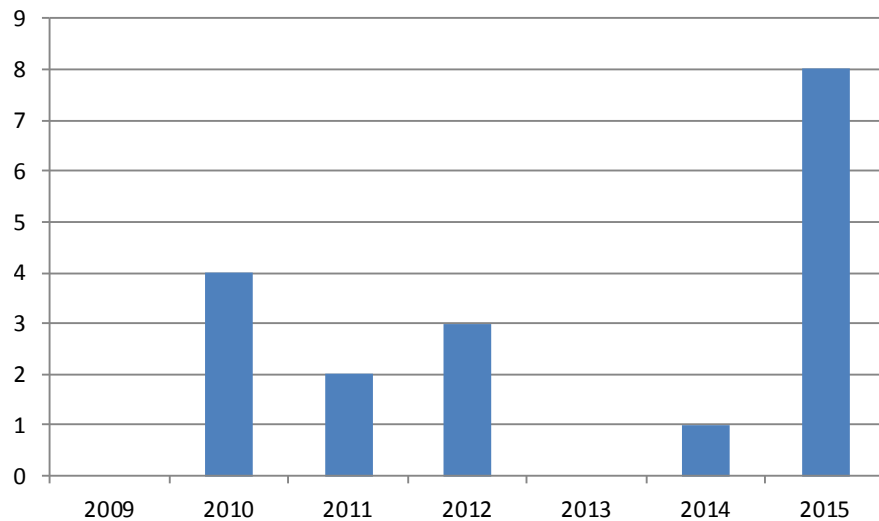


DAVIDsTEA White Chocolate with Birthday Cake

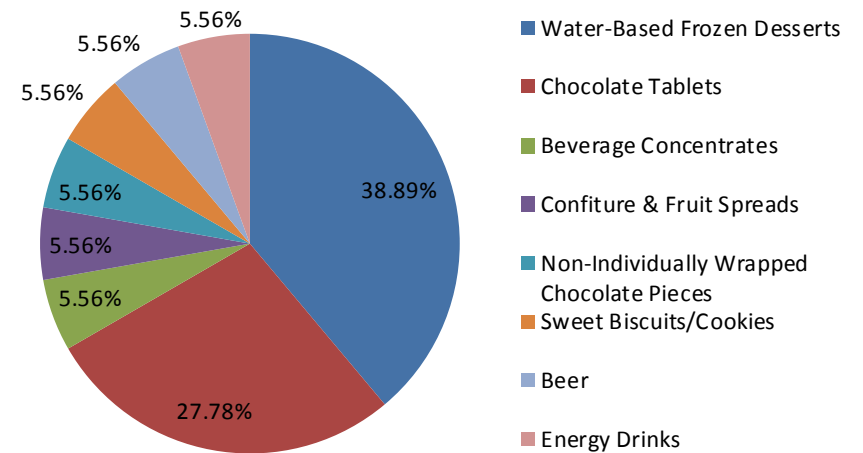


Loblaws Fig Cabernet Wine Jelly

### Rooibos New Product Introductions, North America 2009-2015



### Rooibos New Product Introductions, North America 2009-2015 by Top Sub-Category



Source: Mintel GNPD



## FONA CAN HELP!

Let FONA's market insight and research experts translate these trends into product category ideas for your brand. They can help you with concept and flavor pipeline development, ideation, consumer studies and white space analysis to pinpoint opportunities in the market.

Our 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. We understand how to 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 every step of the way.

Contact our Sales Service Department at 630.578.8600 to request a flavor sample or visit [www.fona.com](http://www.fona.com).

### SOURCES:

*Mintel GNPD*

*Mintel Menu Insights*

*Beverage World*

*CNN Money*

*Pinterest*

*Twitter*

*Food.com*