

# 20 FLAVOR INSIGHT 15 REPORT

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## STRAWBERRY BY THE NUMBERS



Red, juicy and conically shaped, the strawberry is a member of the rose family and has grown wild for centuries in both the Americas and Europe. According to Food Lover's Companion the most common American variety is the result of several centuries of crossbreeding of the wild Virginia strawberry (North America's main native strawberry) and a Chilean variety. It's probably today's most hardy berry and is able to withstand both shipping and storage. More flavorful, however, are European Alpine strawberries—the tiny, exquisitely sweet wild strawberries of France. They're considered by many to be the "queen of strawberries."

Strawberries vary in size, shape and color (some are off-white or yellowish). In general, the flavor of the smaller berries is better than that of the larger varieties since the latter are often watery. Fresh strawberries are available year-round in many regions of the country, with the peak season from April to September. Choose brightly colored plump berries that still have their green caps attached and which are uniform in size. Avoid soft, shriveled or moldy berries. Fresh strawberries are wonderful eaten with cream, macerated in wine or liqueur, or used in various desserts.

### Strawberry in the Media

There are just under 11,000 results on food.com when searching "strawberry." Some of the recipes are for spinach strawberry salad, strawberry cheesecake trifle, and strawberry syrup.

On twitter strawberry lemonade and balsamic strawberry buttermilk French toast are the top tweets. Multiple tweets about Wendy's Strawberry lemonade and their new Strawberry Fields Chicken Salad seem to be on a lot of tweeters' minds.

Pinterest has recipes for Disney strawberry deserts, strawberry cobbler, strawberry jam, and strawberry oatmeal cookies. There is even a recipe for a "5-minute Healthy Strawberry Frozen Yogurt". Some of the more interesting recipes are Vanilla Glazed Strawberry Rolls, Strawberry Yogurt Bark, and Strawberry Cheesecake Chimichangas! There are also tips for keeping strawberries longer and making the perfect chocolate covered strawberries.

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## A Very Berry Time

There are several mentions of strawberry in print media. Here are some of the highlights:

- **Bon Appétit** features two strawberry infused dishes in the May 2015 issue. The first recipe is for a Strawberry-Almond Cornmeal Cake. This dessert is described as being equal parts fruit crumble and coffee cake. It is just the right amount of sweetness and goes into the oven bright pink and comes out golden brown. The other recipe was for a Sweet and Sour Strawberry Semifreddo with Black Sesame. The homemade frozen yogurt could make the perfect topping to your strawberry-themed dessert menu.
- The May/June 2015 issue of **Eating Well** includes three different strawberry recipes. Under “low-calorie recipes” there is a strawberry fruit salad that goes well with granola and yogurt. On the appetizer menu, they provide a recipe for strawberries and brie bites. This recipe also features balsamic vinegar and fresh basil. Finally for dessert: Muffin-Tin Strawberry Shortcake. It’s a healthy and simple spin on a classic dessert.
- **The New York Times** takes us to Germany in a June 2015 article on Belgium’s strawberry fields. The article focuses on Wepion, a village that has been a strawberry producer since the mid-17th century. The berries from here are known for their fully ripe flavor. This strawberry village is starting to feel pressure from other Belgium growers as well as others from the Netherlands and Spain. Although this town produces smaller volumes than their competition they’ve been able to hold onto their share because of their “fully mature” berries.

Strawberry is found across blogs and here are some of the topics:

- Strawberry Jam Sweet Rolls, *The Kitchn*
- Sleuthing The Secrets to a Scrumptious Strawberry, *Scientific American Blogs*
- Strawberry Cheesecake Ice Cream Pie, *Smitten Kitchen*
- Health Benefits of Strawberries, *Organic Facts*



*Bon Appétit*



*Eating Well*



*Bon Appétit*

## STRAWBERRY ON THE MENU Q4 2010-Q4 2014

- Strawberry Rhubarb Mojito, *Beacon Restaurant and Bar*
- Strawberry Peach Sangria, *Garfield's Restaurant and Pub*
- Strawberry Fruit Freezer, *Tumbleweed Southwest Grill*
- Strawberry Basil, *Fiore Restaurant*
- Strawberry Zabaglione, *Aldo's Ristorante*

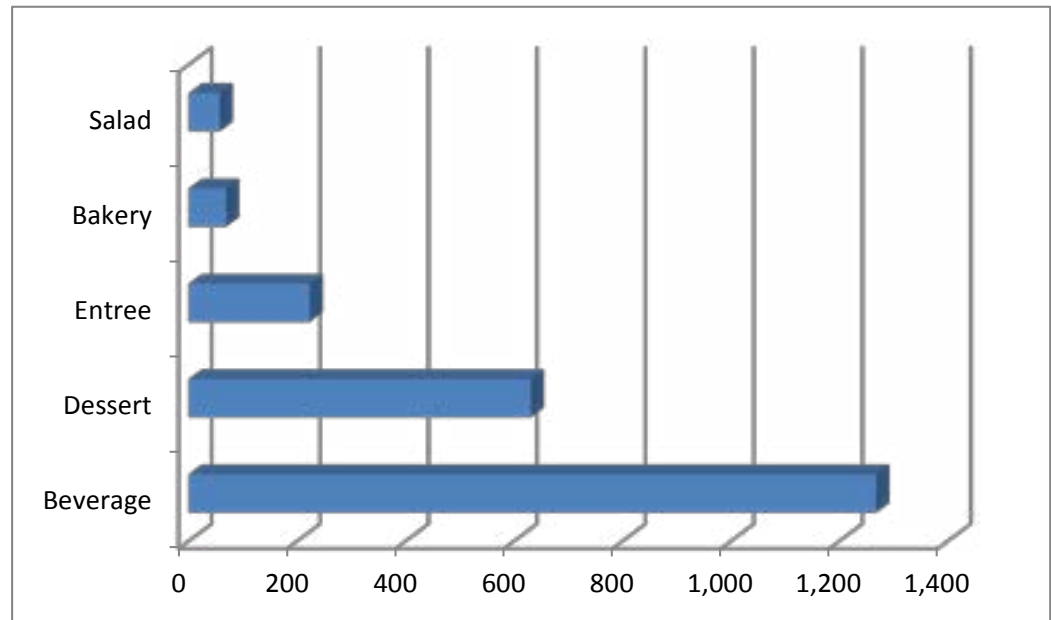
We wait all year for fresh, ripe strawberries. Although in most regions, they're available year-round, the flavor and texture of in-season berries is far superior. Served with whipped cream, sliced into salads, gently cooked, or just eaten from the field, strawberries are one of spring's finest treats.

Source: *Bon Appétit*

2,430  
MENTIONS

3%  
INCREASE IN  
STRAWBERRY  
FLAVORED MENU  
ITEMS

### STRAWBERRY ON THE MENU: TOP MENU SECTIONS



## STRAWBERRY NEW PRODUCT INTRODUCTIONS, GLOBAL PRODUCTS OF NOTE 2010-2014

20,307  
NEW PRODUCTS



Mix for Strawberry Mojito Cocktail:  
France



Natural Strawberry Flavoured Coconut  
Drink: South Korea

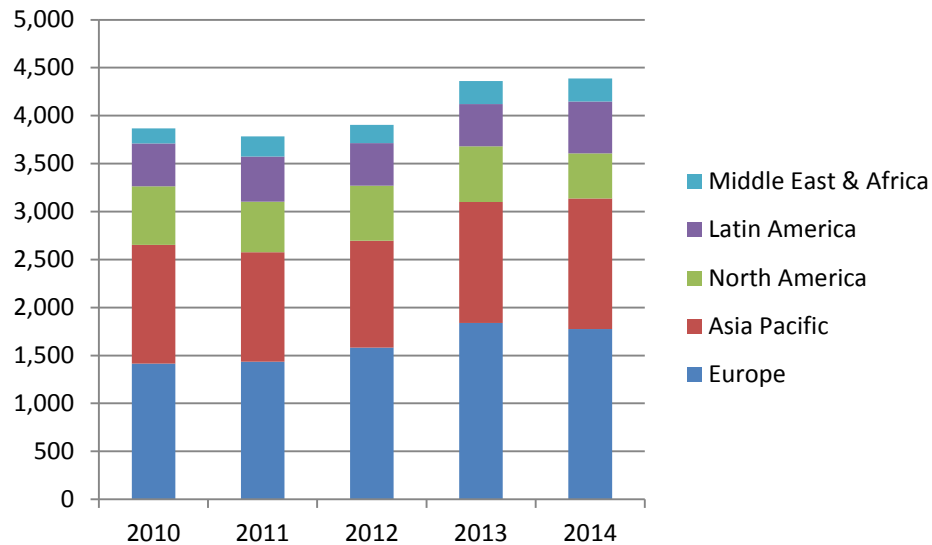


Strawberry Cream & Custard Choux:  
Japan

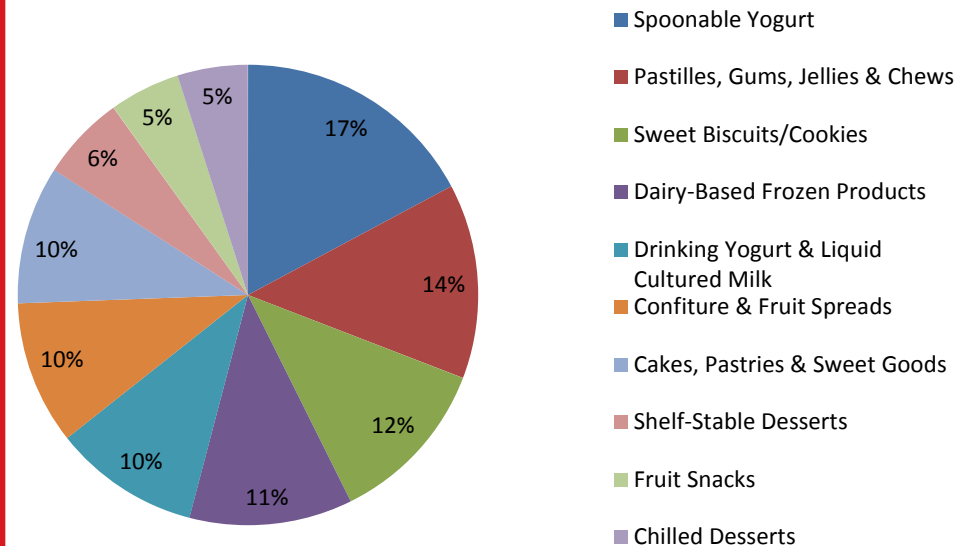


Strawberry Fizz: Argentina

## STRAWBERRY NEW PRODUCT INTRODUCTIONS, GLOBAL 2010-2014



## STRAWBERRY NEW PRODUCT INTRODUCTION, GLOBAL 2010-2014 BY TOP SUB-CATEGORY



Banana is the top flavor paired with strawberry.

**STRAWBERRY NEW PRODUCT INTRODUCTIONS, NORTH AMERICA  
PRODUCTS OF NOTE 2010-2014**

**2,760**  
NEW PRODUCTS



La Fraisonnée's Choco Décadent Strawberry & Chocolate Spread



Honey Stinger's Strawberry Kiwi

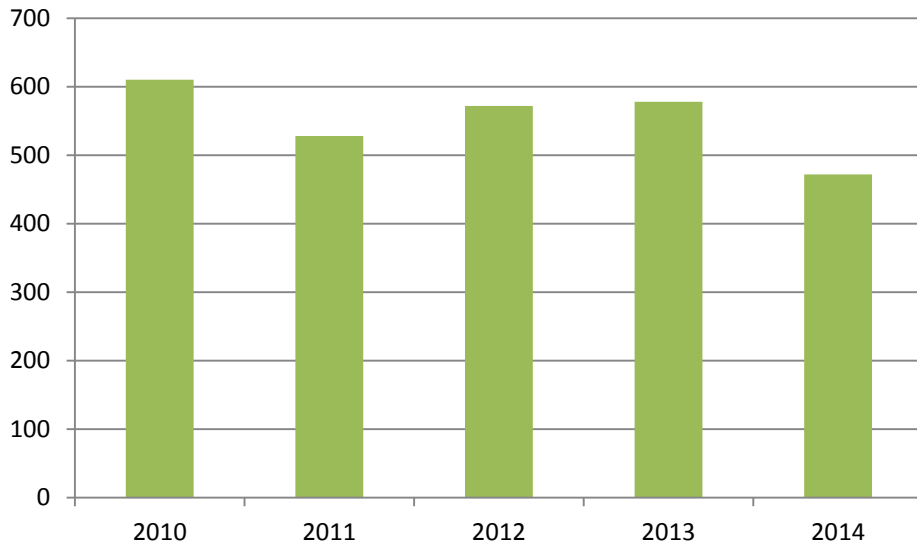


Trachealth's Chia + Strawberry Lemonade Drink Mix

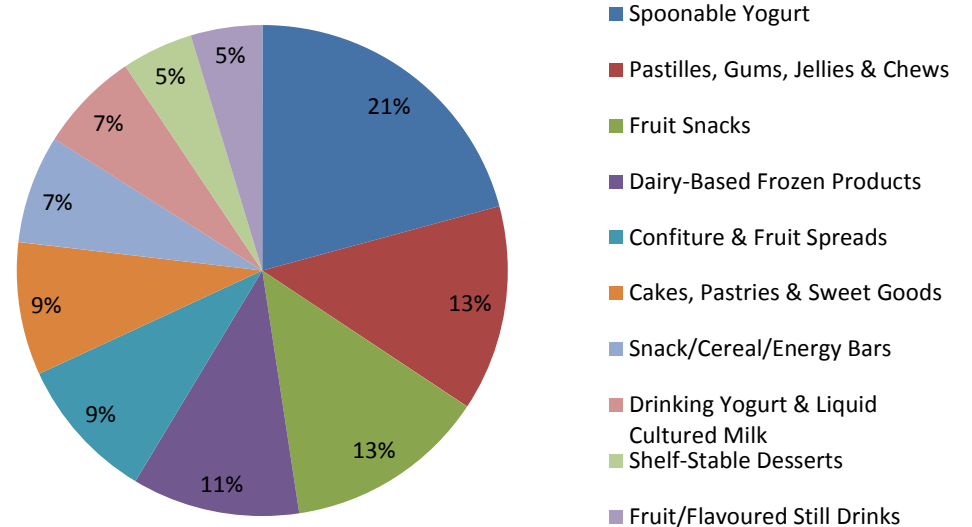


Malibu's Berrylicious Strawberries & Whipped Cream Flavor Caribbean Rum with Coconut Flavoured Liquor

**STRAWBERRY NEW PRODUCT INTRODUCTIONS, NORTH AMERICA, 2010-2014**



**STRAWBERRY NEW PRODUCT INTRODUCTIONS BY TOP SUB-CATEGORY 2010-2014**



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**SOURCES:**

*Mintel GNPD*

*Mintel Menu Insights*

*Google Blog*

*Pinterest*

*Twitter*

*Food.com*

*Food Lover's Companion*

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**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).

