

# BLUEBERRY

Well-loved, Blueberry affinity for this scrumptious fruit skews even higher among both Millennials and Gen X. Plus, the juicy, sweet flavor lends itself favorably to a wide range of alcohol beverages.

75%  
of consumers  
LOVE/LIKE  
Blueberry

Below are marketplace examples and potential flavors to pair with Blueberry to help inspire your next creation.

## PRODUCTS OF NOTE:

Schweppes Blueberry  
Elderberry Cocktail



Bluebird Distilling  
Blueberry Brandy



Hi-Sign Brewing  
Blueberry Blonde Ale



Garage Brewing  
Light Cream Ale  
infused with  
blueberries



Combine blueberry with an unexpected flavor to achieve **“approachable adventure”**.

Here are a few flavors to inspire an even edgier creation:

- Basil
- Lavender
- Cream
- Lime
- Cabernet

APPROACHABLE  
ADVENTURE

Want to learn of additional flavor insights to inspire innovation? Let's talk.



Contact your FONA sales account executive or reach out to Julie Olson, Industry Manager-Alcohol at [jolson@fona.com](mailto:jolson@fona.com).