



**SYNERGY<sup>®</sup>**  
**FLAVOR TONALITIES**

berries & summer fruits

## OVERVIEW

# berries & summer fruits

Berries and summer fruits are delicious, nutritious and provide several impressive health benefits. They are brightly colored, sweet, sour or tart.

Technically, only a few of the fruits we commonly call berries are true berries.

The botanical definition of "berry" is a fleshy fruit formed from the ovary of a single flower with a seed, or seeds, embedded on the inside of the flesh. For common usage, the definition has been stretched to refer to any small, edible fruit with multiple seed.

## MAIN CHARACTERISTICS

Brightly Colored



Sweet



Sour



Tart





# MOST POPULAR

## berries & summer fruits



STRAWBERRY

3,723



RASPBERRY

1,630



CHERRY

1,556



BLUEBERRY

1,492

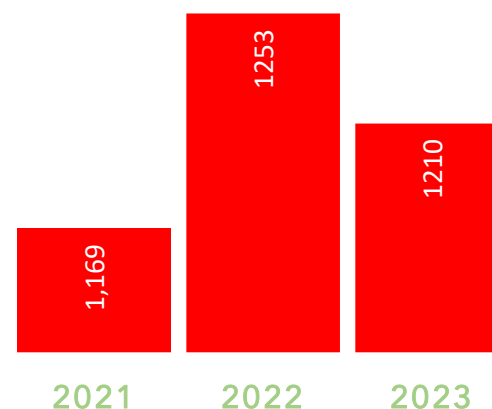
Launches – Last 3 Years Food & Beverage, US

Source: Innova Market Insights

# strawberry

Strawberries are a sweet fruit but low in sugar and calories. Packed with fiber, vitamin C and other antioxidants, strawberries support your health.

The taste is described as sweet, green, jammy, ripe and floral. It's one of the most widely grown fruits in the world because of its sweetness and aromatic flavor, making it a popular choice for consumers.



## YEAR OVER YEAR LAUNCHES

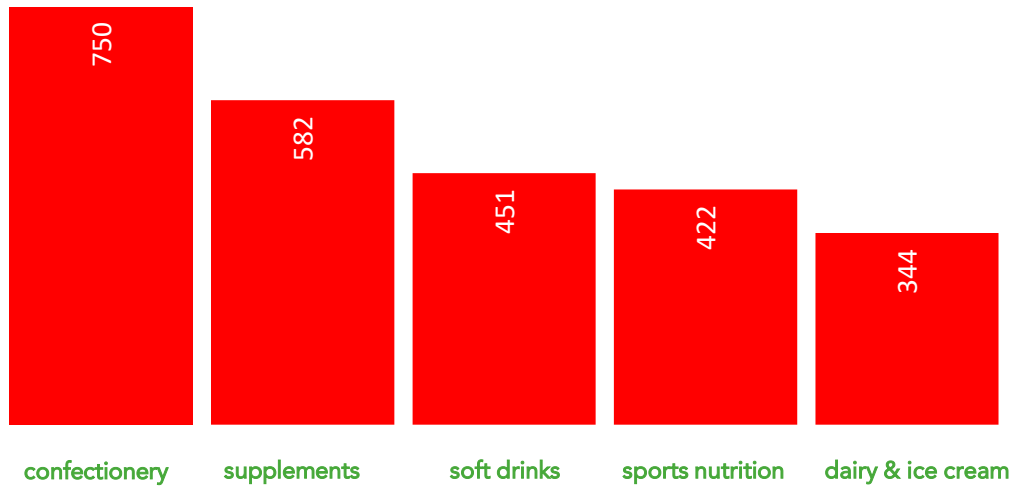
Source: Innova Market Insights



# strawberry

## TOP 5 CATEGORIES

Source: Innova Market Insights



## TOP 5 SUB-CATEGORIES

Source: Innova Market Insights



### TOP 3 ONLINE RECIPES IN 2024 BY TASTEWISE



Strawberry, Lime, Cucumber & Mint Infused Water



Strawberry Banana Smoothie



Strawberry Deviled Eggs with Cheesecake Filling



# strawberry

## TOP FLAVOR PAIRINGS

Number of launches – US, Last 3 years



Orange

396



Lemon

252



Lemonade

244



Banana

233



Cherry

220



Watermelon

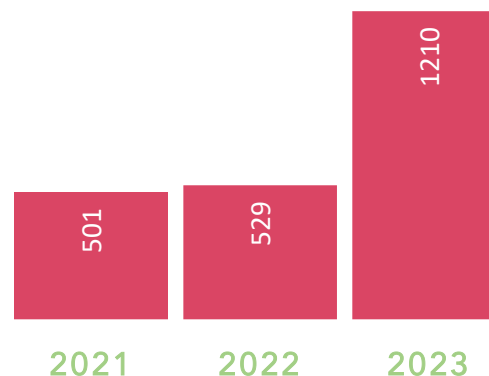
190



# raspberry

Raspberries are among the most popular berries in the world. It is the edible fruit of a multitude of plant species in the rose family from which it derives its name raspise or "a sweet rose-colored wine."

The flavor is described as fresh, green, seedy, floral and woody.



## YEAR OVER YEAR LAUNCHES

Source: Innova Market Insights



# raspberry

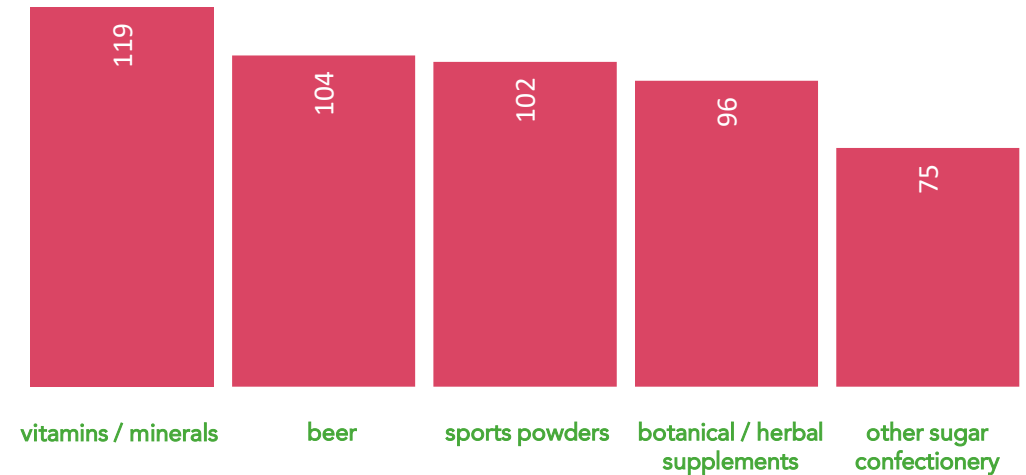
## TOP 5 CATEGORIES

Source: Innova Market Insights



## TOP 5 SUB-CATEGORIES

Source: Innova Market Insights



### TOP 3 ONLINE RECIPES IN 2024 BY TASTEWISE



Raspberry Lemon Cake



Raspberry Limoncello Prosecco



Raspberry Cream Cheese Coffee Cake





# raspberry

## TOP FLAVOR PAIRINGS

Number of launches – US, Last 3 years



Strawberry

135



Lemonade

125



Lemon

115



Orange

92



Cherry

74



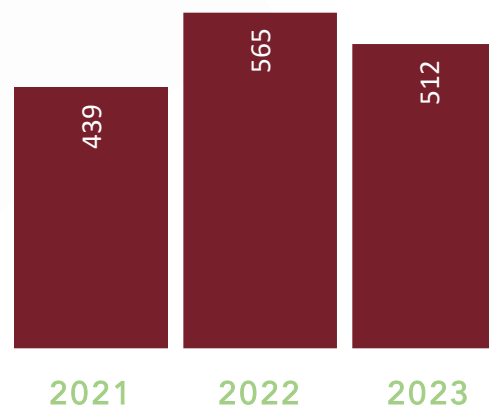
Blueberry

73

# cherry

Cherries are considered a drupe, which consists of thin skin, a fleshy body, a hard stone and an inner seed. The fruit is known as a “stone fruit” because of the hard stone in the middle.

Cherry flavor is described as tart, fruity, almond-like, berry, floral and sweet.



## YEAR OVER YEAR LAUNCHES

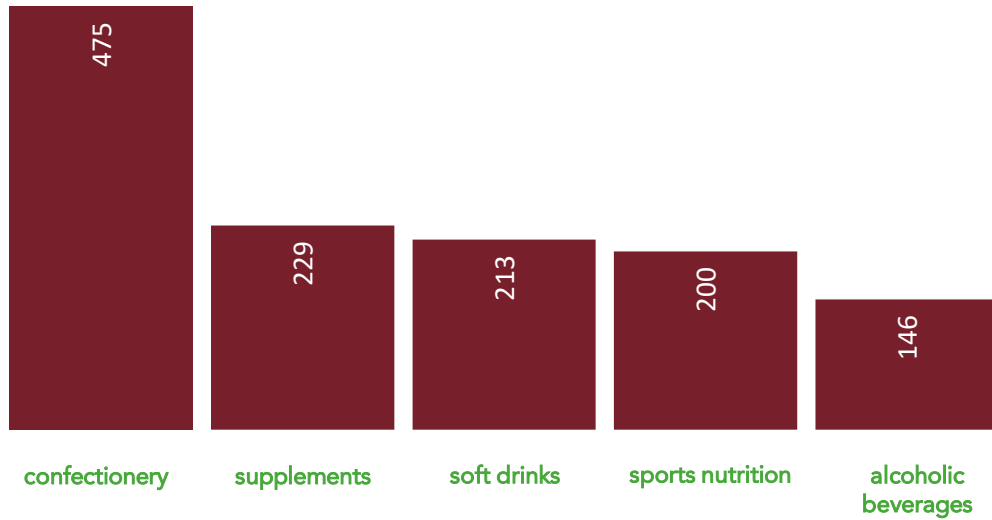
Source: Innova Market Insights



# cherry

## TOP CATEGORIES

Source: Innova Market Insights



## TOP SUB-CATEGORIES

Source: Innova Market Insights



### TOP 3 ONLINE RECIPES IN 2024 BY TASTEWISE



Cherry Chip Cookie



No Bake Cherry Cheesecake



Cherry Dump Cake





# cherry

## TOP FLAVOR PAIRINGS

Number of launches – US, Last 3 years



Orange

221



Strawberry

220



Red Grape

135



Lemon

129



Lime

108



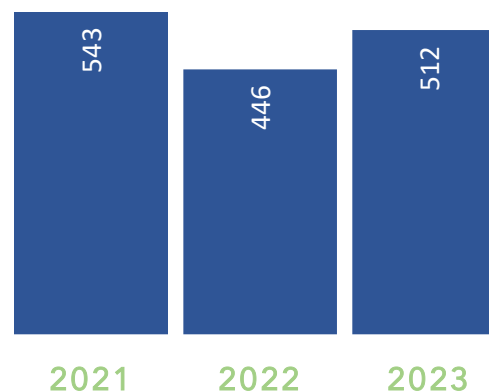
Blue Raspberry

101

# blueberry

Blueberries are one of the most powerful sources of antioxidants and highly nutritious, meeting the criteria for a heart healthy food.

The fruit flavor is sweet, which varies depending on the ripeness. Riper blueberries are fruity, sweet, woody, juicy and slightly floral. Blueberry flavor descriptors include fruity, floral woody, green and jammy.



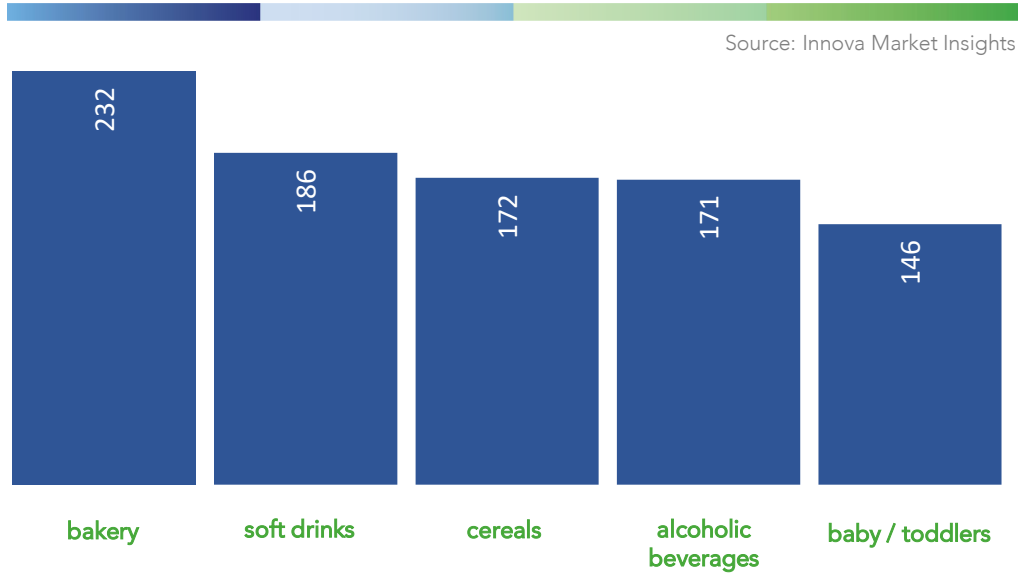
## YEAR OVER YEAR LAUNCHES

Source: Innova Market Insights

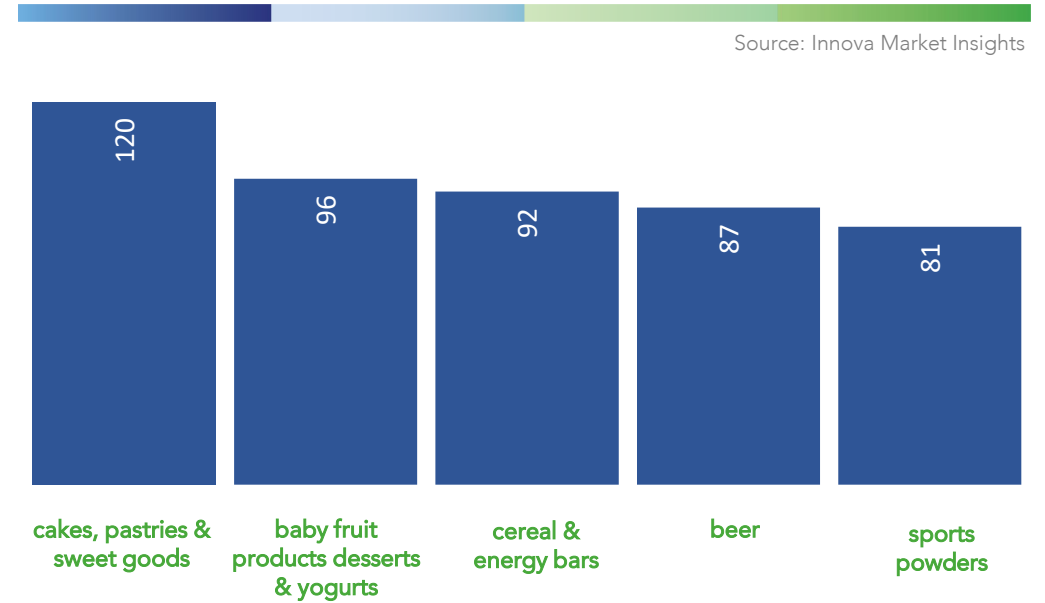


# blueberry

## TOP 5 CATEGORIES



## TOP 5 SUB-CATEGORIES



### TOP 3 ONLINE RECIPES IN 2024 BY TASTEWISE



Buttermilk Blueberry  
Breakfast Cake



Blueberry Croissant Puff



Buttermilk Blueberry  
Banana Bread





# blueberry

## TOP FLAVOR PAIRINGS

Number of launches – US, Last 3 years



Strawberry

104



Lemon

86



Banana

84



Blue Raspberry

73



Acai

64



Pomegranate

64



## MORE IN THIS REPORT:

# *GROWING*

## berries & summer fruits



BLUE RASPBERRY



BLACK CHERRY



SOUR CHERRY



**MORE IN THIS REPORT:**

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FLAVOR TONALITIES



**FLAVOR TO WATCH**

**huckleberry**





FLAVOR TONALITIES

## CONTACT US

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