SYNERGY[®] FLAVOR TONALITIES

citrus

FLAVOR TONALITIES

OVERVIEW citrus

Citrus fruits are a diverse group of flowering plants belonging to the Rutaceae family known for their vibrant colors, juiciness and tangy flavors.

Rich in vitamins, minerals and antioxidants, citrus fruits offer health benefits and key nutrients include vitamin C, fiber and flavonoids.

Citrus fruits are versatile in cooking and can be used in both sweet and savory dishes. The fruits are often used as a snack or in fruit salad; in juices and beverages; cooking and baking as flavor enhancers for marinades, sauces, dressings and desserts; and marmalades and jams.







MOST POPULAR citrus profiles



Launches – Last 3 Years Food & Beverage, US

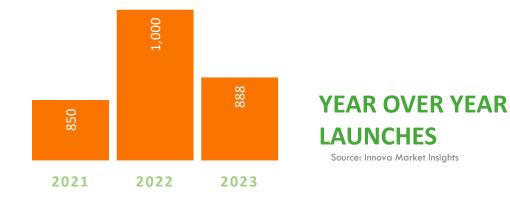
Source: Innova Market Insights



orange

Oranges are one of most popular and widely consumed citrus fruits in the world. They are known for being juicy, fruity, floral and the peel. Varieties of oranges include Navel, Valencia, Blood and Cara Cara.

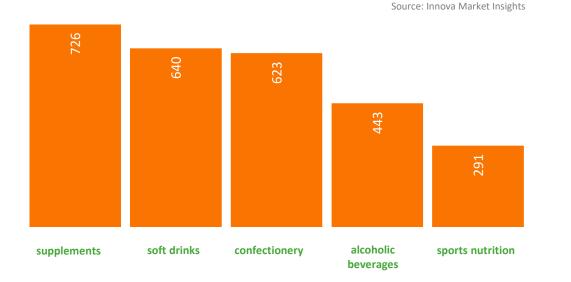
In the culinary world, oranges are used for fresh consumption, juice, cooking and baking, and zest from the outer peel.



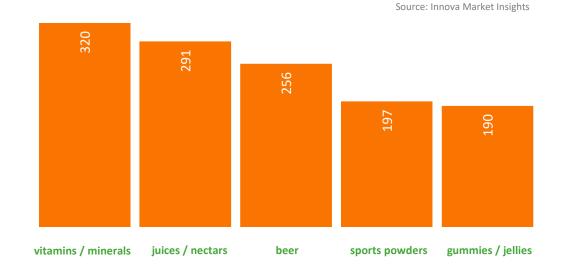




TOP 5 CATEGORIES



TOP 5 SUB-CATEGORIES







Orange Pound Cake



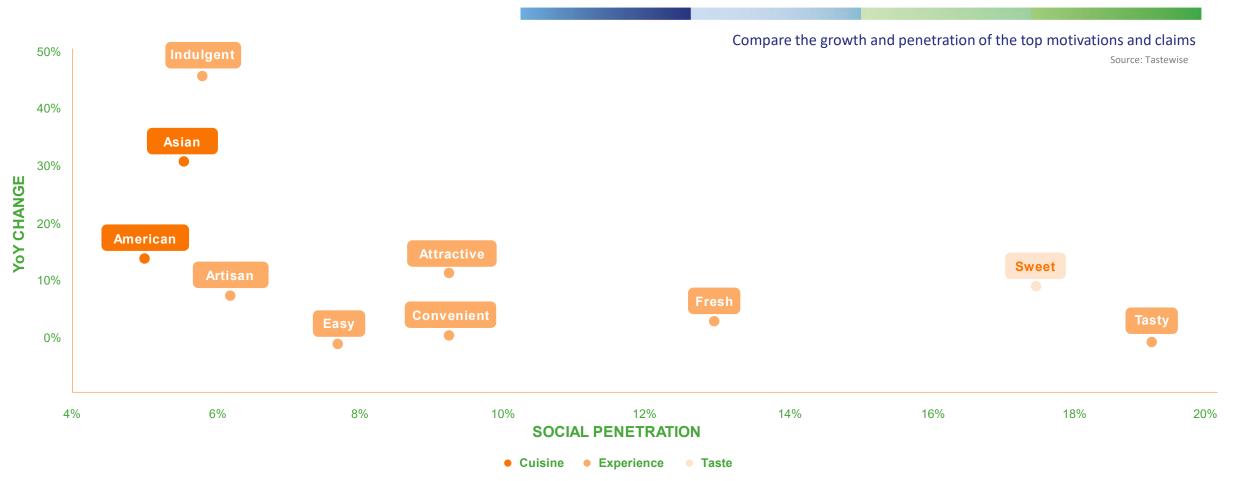
Instant Pot Orange Chicken



Fresh Orange Smoothie With Yogurt



TOP CONSUMER EXPERIENCES AND DESCRIPTORS







TOP FLAVOR PAIRINGS

Number of launches – US, Last 3 years

Ö	Strawberry		448
	Lemon	322	
	Cherry	272	
	Pineapple	241	
Ó	Mango	235	
COST.	Red Grape	200	

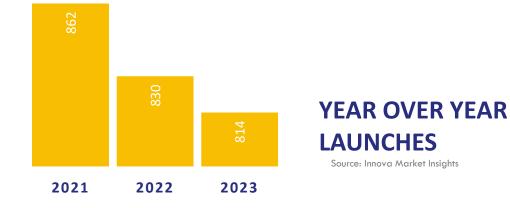


SYNERGY FLAVOR TONALITIES

lemon

Lemons are a popular citrus fruit known for its bright color and refreshing scent. They are described as citrus, zesty, floral, fruity and tart. Varieties of lemons include Eureka, Lisbon and Meyer.

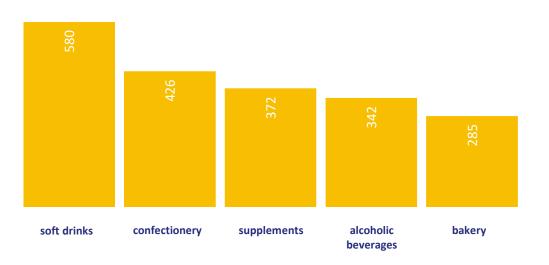
In the culinary world, lemons are used for juice, zest, baking and desserts, in savory dishes and preserved in salt and lemon juice.





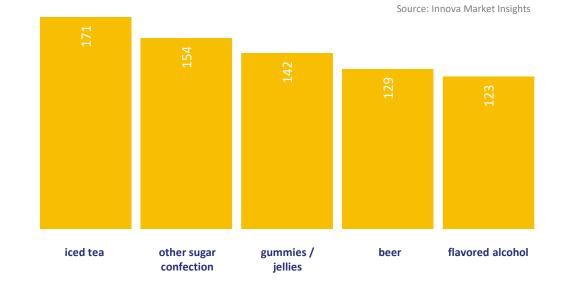


TOP 5 CATEGORIES



Source: Innova Market Insights

TOP 5 SUB-CATEGORIES







Lemon Shrimp Pasta



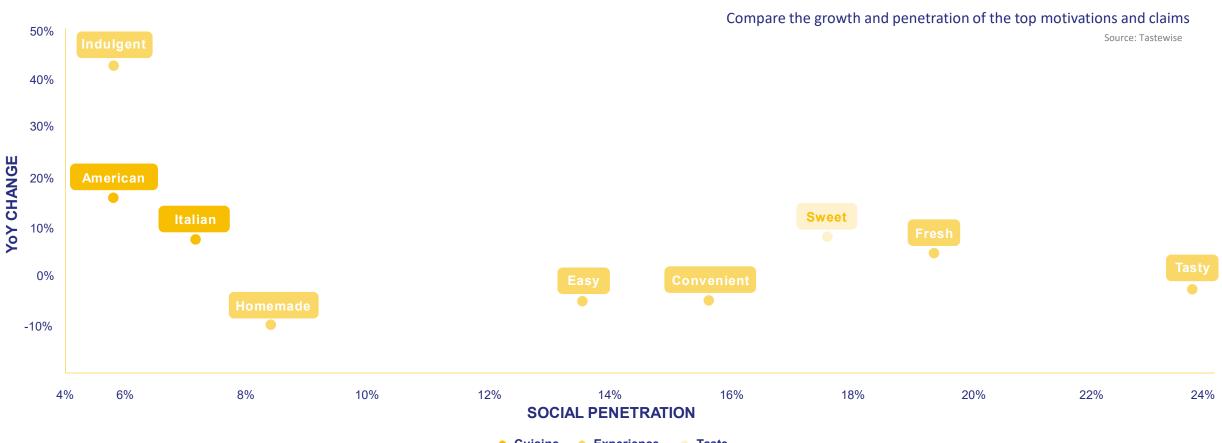
Easy Lemon Dip



Meyer Lemon Cake



TOP CONSUMER EXPERIENCES AND DESCRIPTORS



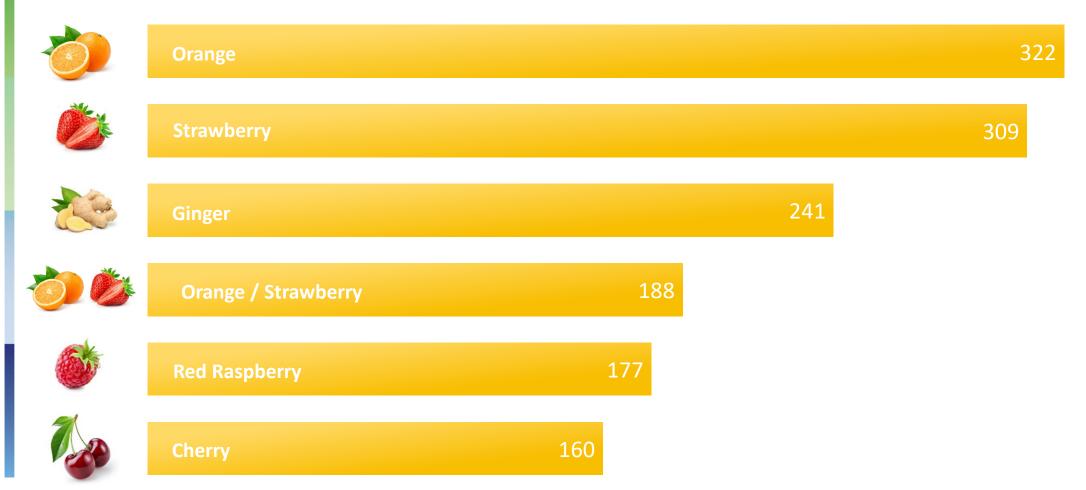
Cuisine
Experience
Taste





TOP FLAVOR PAIRINGS

Number of launches – US, Last 3 years



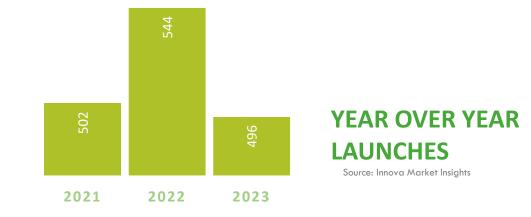


SYNERGY' FLAVOR TONALITIES

lime

Limes are small, green citrus fruits commonly used in cooking, beverages and for their aromatic zest. They are described as citrus, piney, earthy, green and sometimes candied.

For food and beverage, limes are used as juice, zest, in cooking and baking, garnishes and preserved for marmalades, chutneys and pickles.

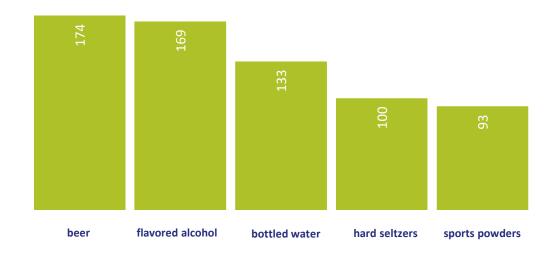




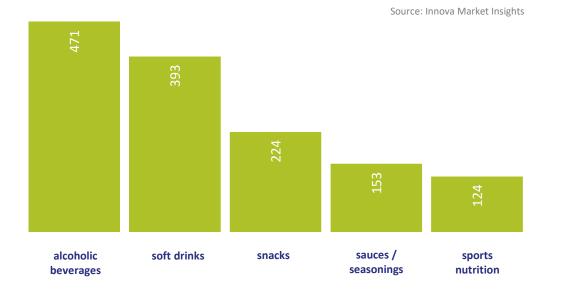


TOP SUB-CATEGORIES

Source: Innova Market Insights



TOP CATEGORIES





Cilantro Lime Dressing



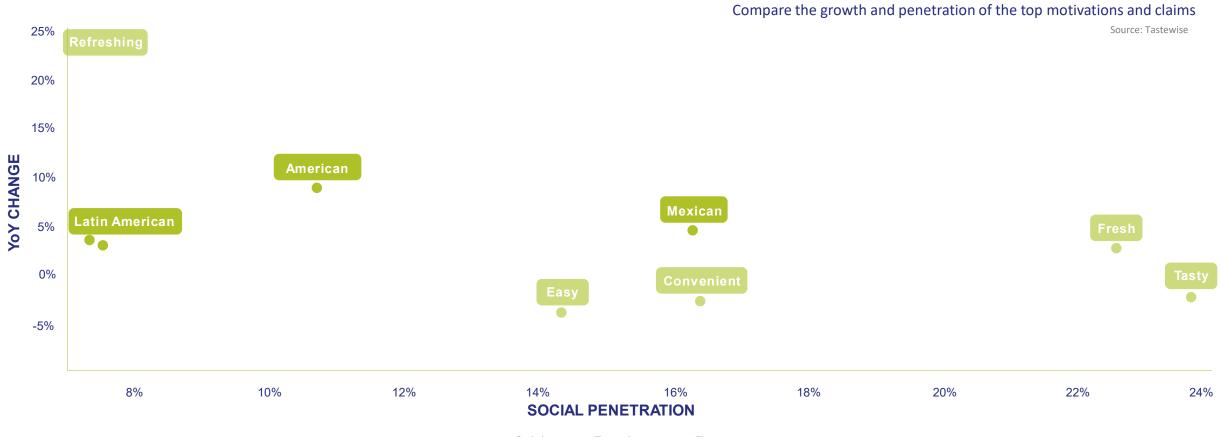
Cilantro Lime Coleslaw



Cilantro Lime Chicken Salad



TOP CONSUMER EXPERIENCES AND DESCRIPTORS



Cuisine
Experience
Taste



lime

TOP FLAVOR PAIRINGS

Number of launches – US, Last 3 years

-	Chili				214
	Cherry			148	
<u>e</u>	Lemon		119		
0	Orange		116		
Ö	Strawberry		102		
	Cilantro	72			

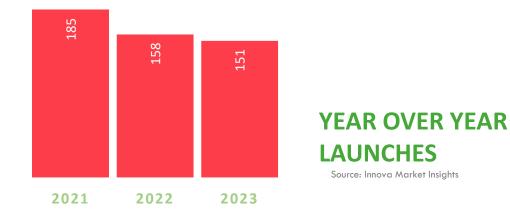


SYNERGY' FLAVOR TONALITIES

grapefruit

Grapefruit is a subtropical fruit known for its large size, tangy to sweet flavor and vibrant flesh. They are described as citrus, floral, herbal, sulfur and bitter.

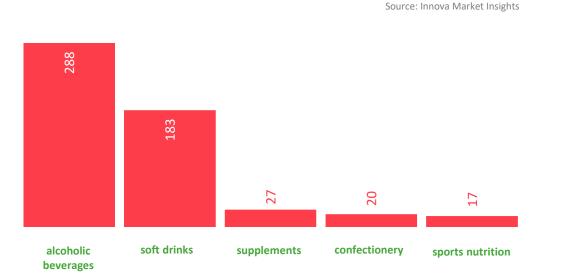
In food and beverage, grapefruits are used for fresh consumption, juice, cooking and baking, in cocktails and for zest.







TOP 5 CATEGORIES



TOP 5 SUB-CATEGORIES







Grapefruit Thyme Mocktail

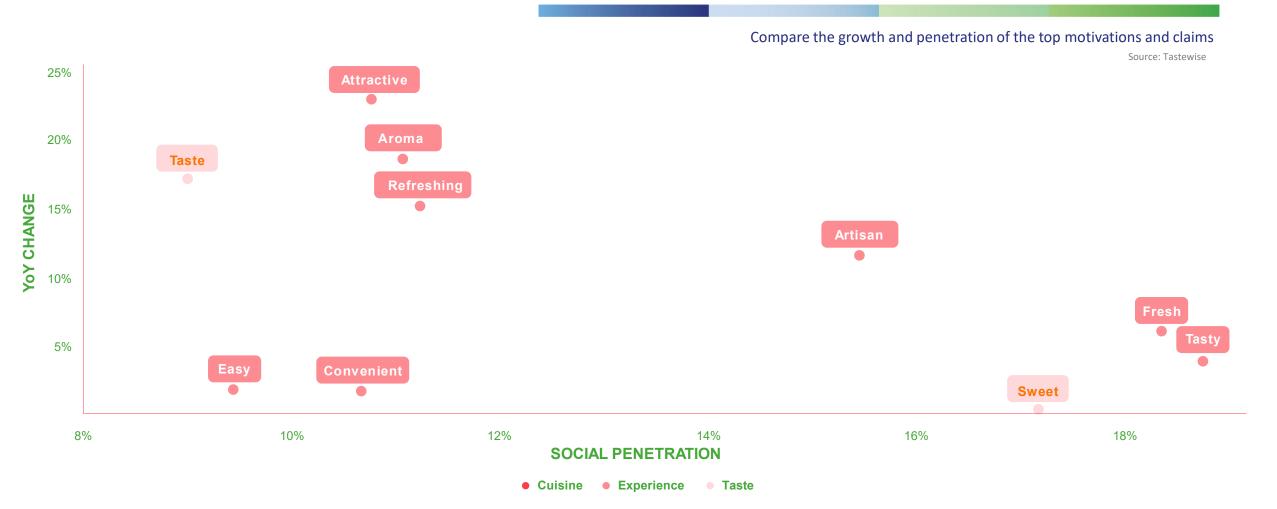




Iced Grapefruit Yogurt Cake



TOP CONSUMER EXPERIENCES AND DESCRIPTORS







TOP FLAVOR PAIRINGS

Number of launches – US, Last 3 years

0	Orange		40
	Lime	29	
	Citrus	24	
	Lemon	24	
	Ginger	19	
<u> </u>	Tangerine	18	

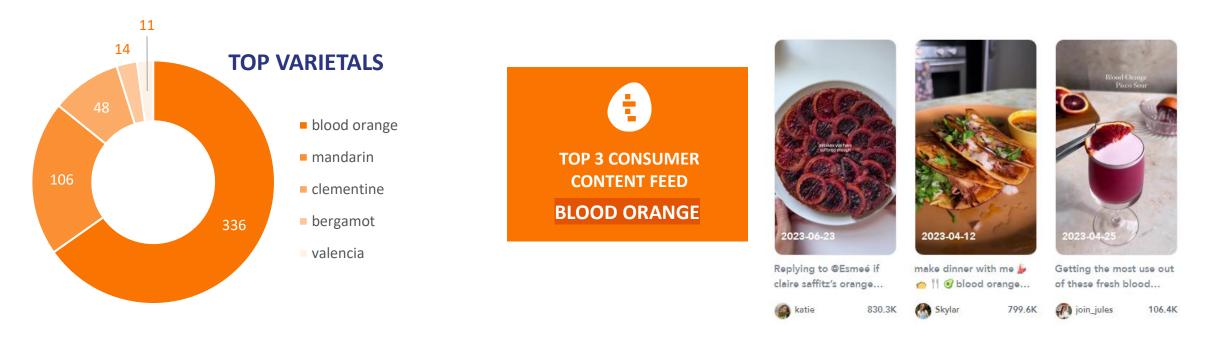


POPULAR VARIETALS





orange



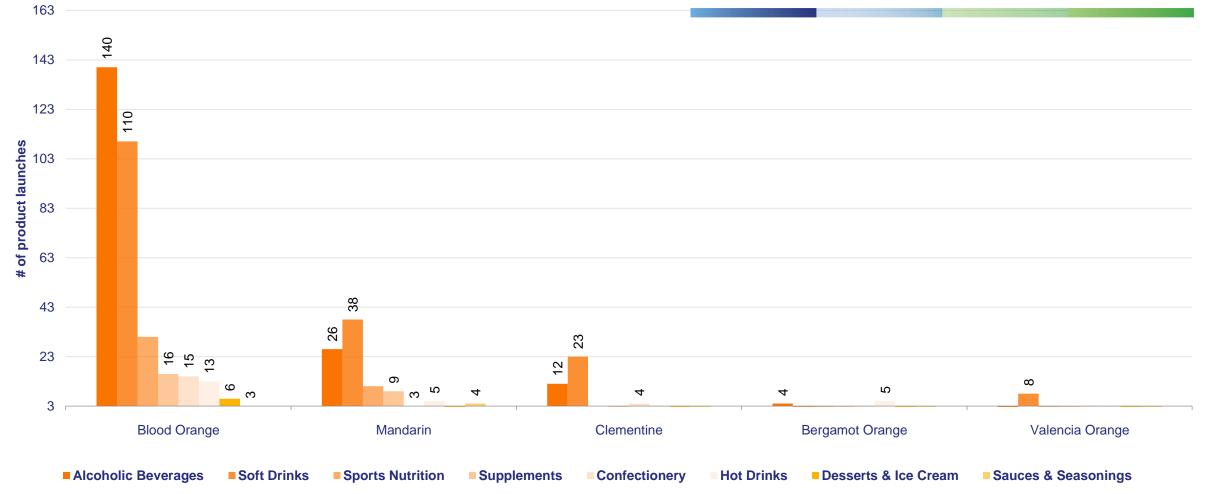


SYNERGY FLAVOR TONALITIES



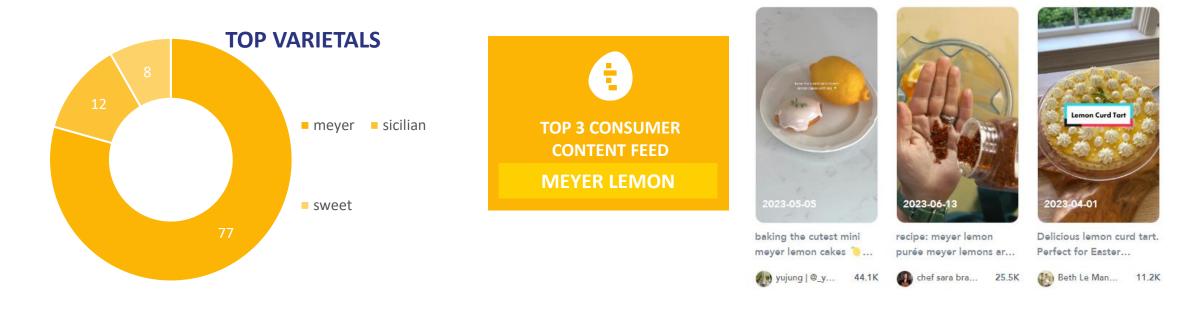


VARIETAL USED BY CATEGORY



🗶 lemon





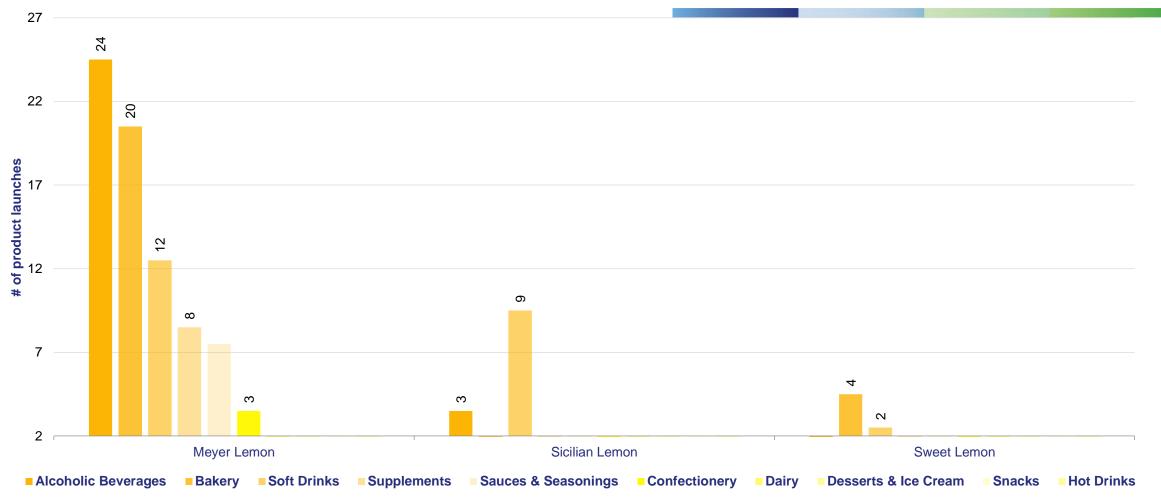
TOP FLAVOR BLENDS







VARIETAL USED BY CATEGORY



lime

SYNERGY' FLAVOR TONALITIES



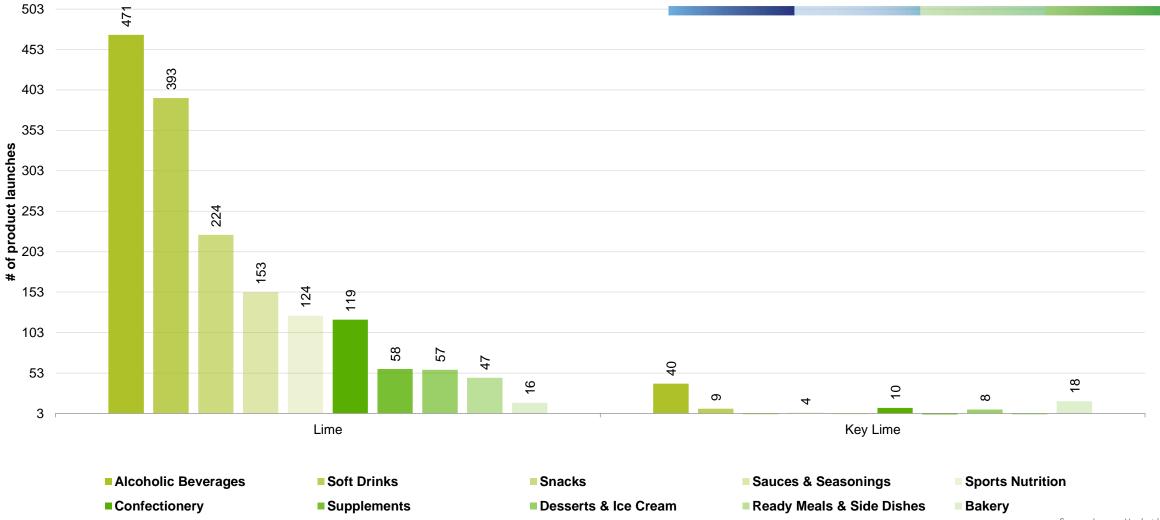
TOP FLAVOR BLENDS







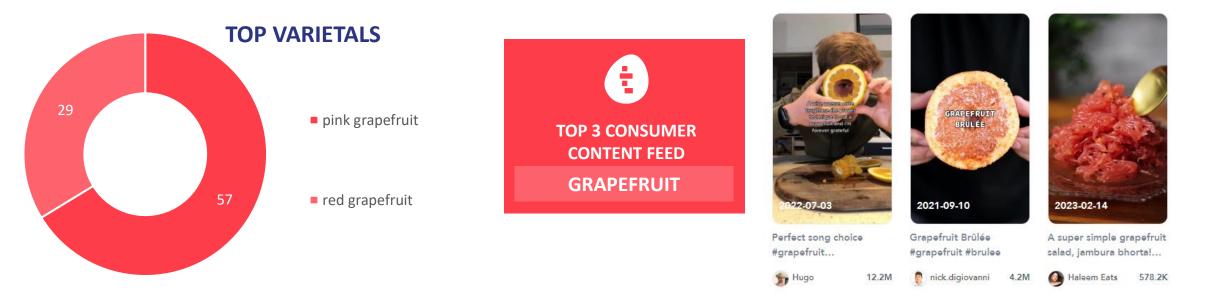
VARIETAL USED BY CATEGORY



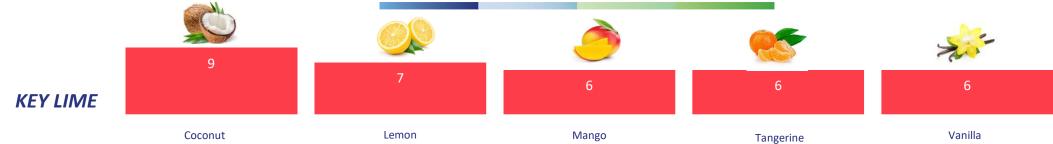
Source: Innova Market Insights







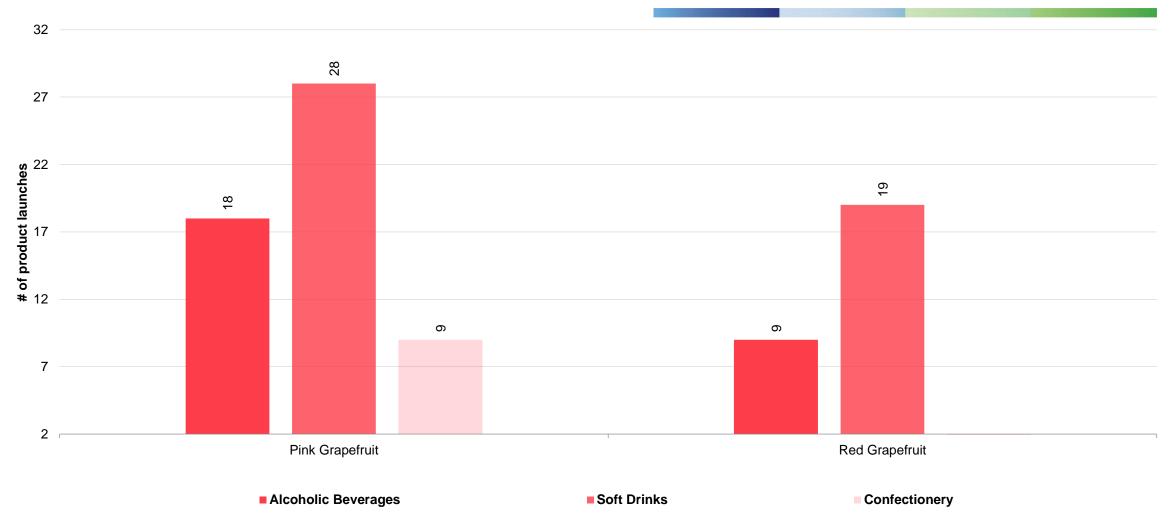








VARIETAL USED BY CATEGORY



GROWING FLAVOR

yuzu



Launches – Last 3 Years Food & Beverage, US

Source: Innova Market Insights

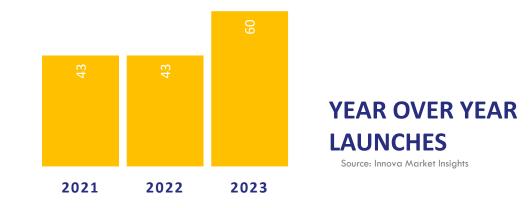


SYNERGY' FLAVOR TONALITIES

yuzu

Yuzu is a citrus fruit native to East Asia and is classified as a hybrid, described as a mix of lemon, mandarin and grapefruit.

It's a popular ingredient in Japanese cuisine because of its rich zest and fragrant aroma that adds brightness, depth and flavor to dishes, dressings and desserts.

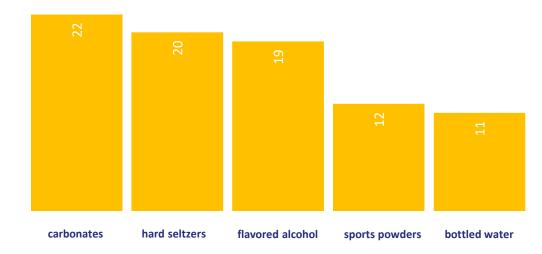






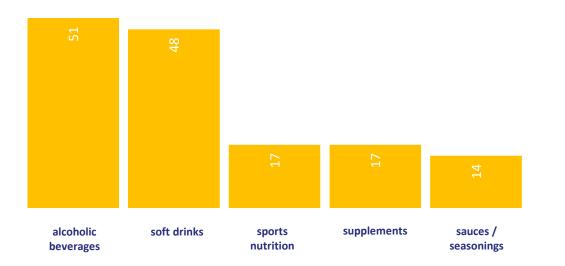
TOP SUB-CATEGORIES

Source: Innova Market Insights



TOP CATEGORIES

Source: Innova Market Insights



NEW PRODUCT LAUNCHES

Source: Innova Market Insights





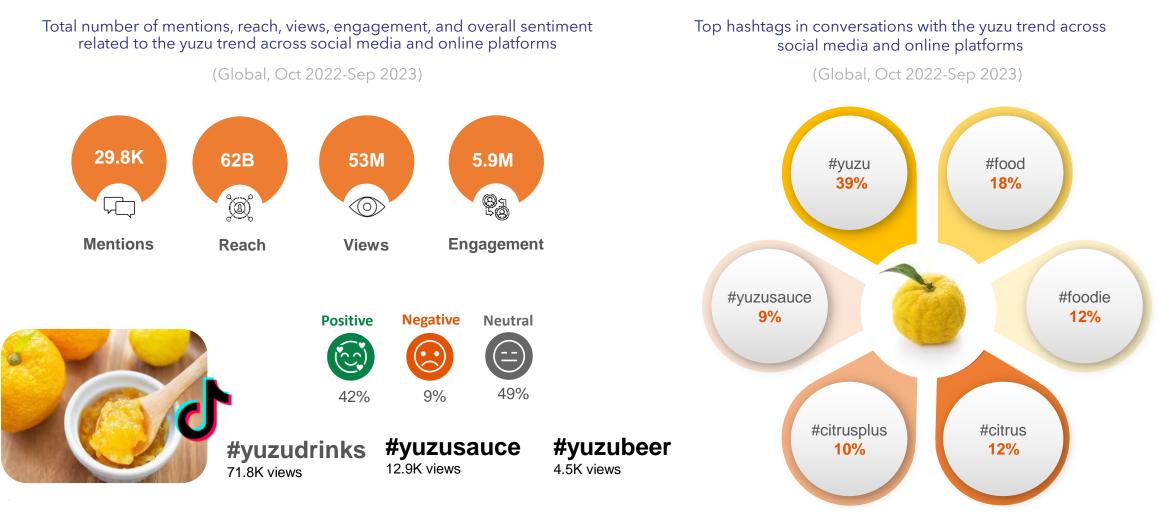






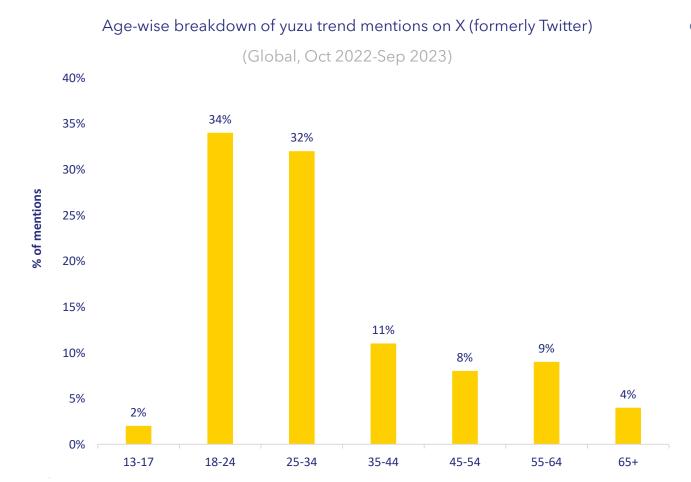


YUZU-FLAVORED PRODUCTS HAVE BECOME A VIRAL TREND IN THE F&B INDUSTRY, GARNERING 53 MILLION VIEWS ON SOCIAL MEDIA PLATFORMS



Source: Innova Market Insights, TikTok

YOUNG MILLENNIALS AND GEN Z ARE THE MAIN DRIVERS OF THE BUZZ AROUND YUZU IN FOOD



Gender-wise breakdown of yuzu trend mentions on X (formerly Twitter)

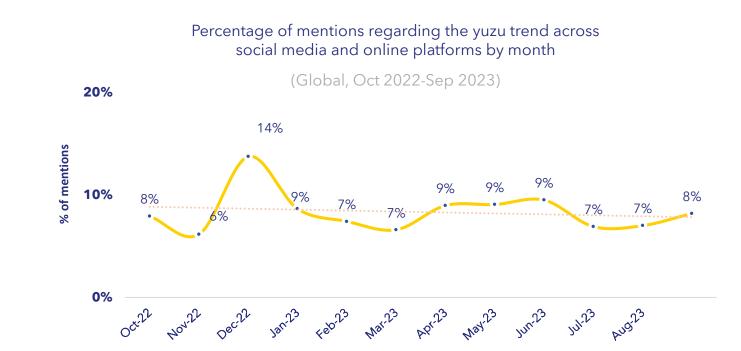
(Global, Oct 2022-Sep 2023)



People of all genders who were healthconscious often incorporated yuzu into their diets because of its perceived health benefits. This included using yuzu to infuse water, create hot drinks, and prepare desserts, all of which appealed to a broad audience. Food enthusiasts and bloggers expressed that they enjoyed the creative process of working with unique ingredients like yuzu.

SYNERGY FLAVOR TONALITIES

YOUNG MILLENNIALS AND GEN Z ARE THE MAIN DRIVERS OF THE BUZZ AROUND YUZU IN FOOD



The conversations about yuzu revolve around its versatile and unique flavor, which is finding its way into various food and beverage offerings. This trend appeals to both **food** enthusiasts and bloggers eager to experiment with new and exotic flavors and individuals seeking novel taste experiences in various categories.

Consumers readily **infuse yuzu flavors** into an array of drinks, drawing inspiration from a spectrum of **flavor influences**.

@Polar Seltzer Winter is here! Say hello to our newest seasonal seltzers: Frosted Boysenberry, Yuzu Orange Blossom, Blood Orange Cranberry, Pomegranate Champagne & Black Cherry Vanilla. Drink in the season! 37K Reach

SYNERGY

FLAVOR TONALITIES



@Buzzfeed

A unique take on coconut water, this **sparkling** beverage is a bit sweeter than what you might be expecting. The addition of **yuzu** (a Japanese citrus fruit) helps balance it all out.



6M Reach





TOP FLAVOR PAIRINGS

Number of launches – US, Last 3 years

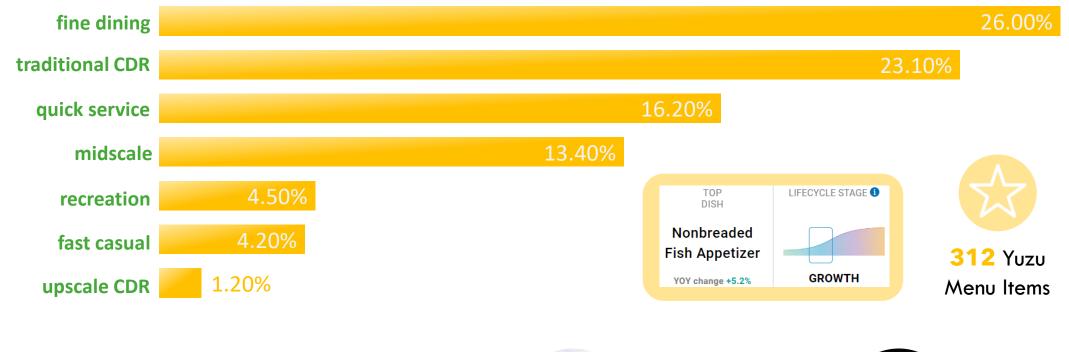
	Lime					15
	Ginger				14	
	Citrus			11		
	Lemon			11		
Ó	Mango		9			
	Elderflower	5				



yuzu

MENU ITEMS BY SEGMENT

Source: Technomic Ignite Menu





TIME EATURING



BENIHANA
Benihanna
Perfect Pineapple Margarita



Kona GRILL America's Gell Kona Grill Fish & Chips with Yuzu Tartar



Base: (Time Period: Q4 2022 - Q4 2023) Source: Technomic Ignite Menu



EXPLORE OUR CITRUSOLOGY ON-DEMAND WEBINAR SERIES TO LEARN MORE ABOUT THE FACTORS TO CONSIDER WHEN PICKING CITRUS FLAVOR PROFILES FOR YOUR PRODUCT.







FLAVOR TONALITIES

CONTACT US For Additional Insight and Information <u>us.inquiry@synergytaste.com</u>

