

Rising stars of flavors for sports nutrition
influenced by The Mediterranean



A journey of discovery

So, what's next?

Which trends are set to shape the winning flavors of tomorrow? How do we separate the fleeting from the enduring? What will make my products stand out? These are among our favorite conversations.

So, we set out to devise our hot list of the rising stars of flavors for sports nutrition. Our journey of discovery begins with the flavor zeitgeist, harvesting ideas and inspiration from influential bloggers, food writers and futurologists. Then we benchmarked with real data such as product launches and global search trends.

Finally, our experts in flavor and sports nutrition assessed and refined to create our hot list; only those that they felt had true potential in the market making the final cut.



Author



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Category Manager, Europe

A fusion of European, African and Asian flavors

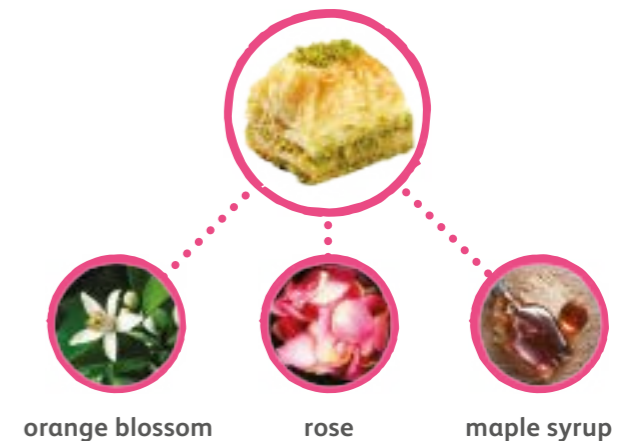
When you think Mediterranean diet, what comes to mind? Most likely it will be freshly picked tomatoes, olive oils and long lunches in retreat from the midday sun. But that's not even half the story. Sitting where Asia, Europe and Africa converge, the Mediterranean region has long been a melting pot of people and cultures, and what better place to continue our journey of discovery for the latest flavor trends.

We wanted to ensure that we uncovered the stars of tomorrow and beyond so we've divided our chosen flavors into four categories that illustrate where the flavor sits in terms of its life cycle from emerging through to global potential.



Paired to perfection

Using a combination of Foodpairing® and our own in-house analytical capabilities, we have determined on a molecular level, the degree of compatibility between flavors, revealing delicious pairings that you've never even imagined, backed by the science of flavor chemistry!



orange blossom

rose

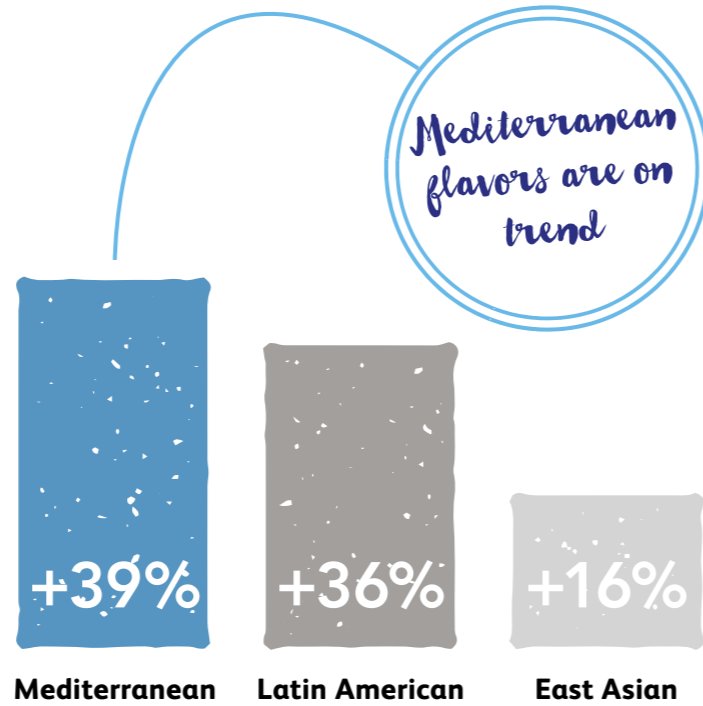
maple syrup

Mediterranean on trend

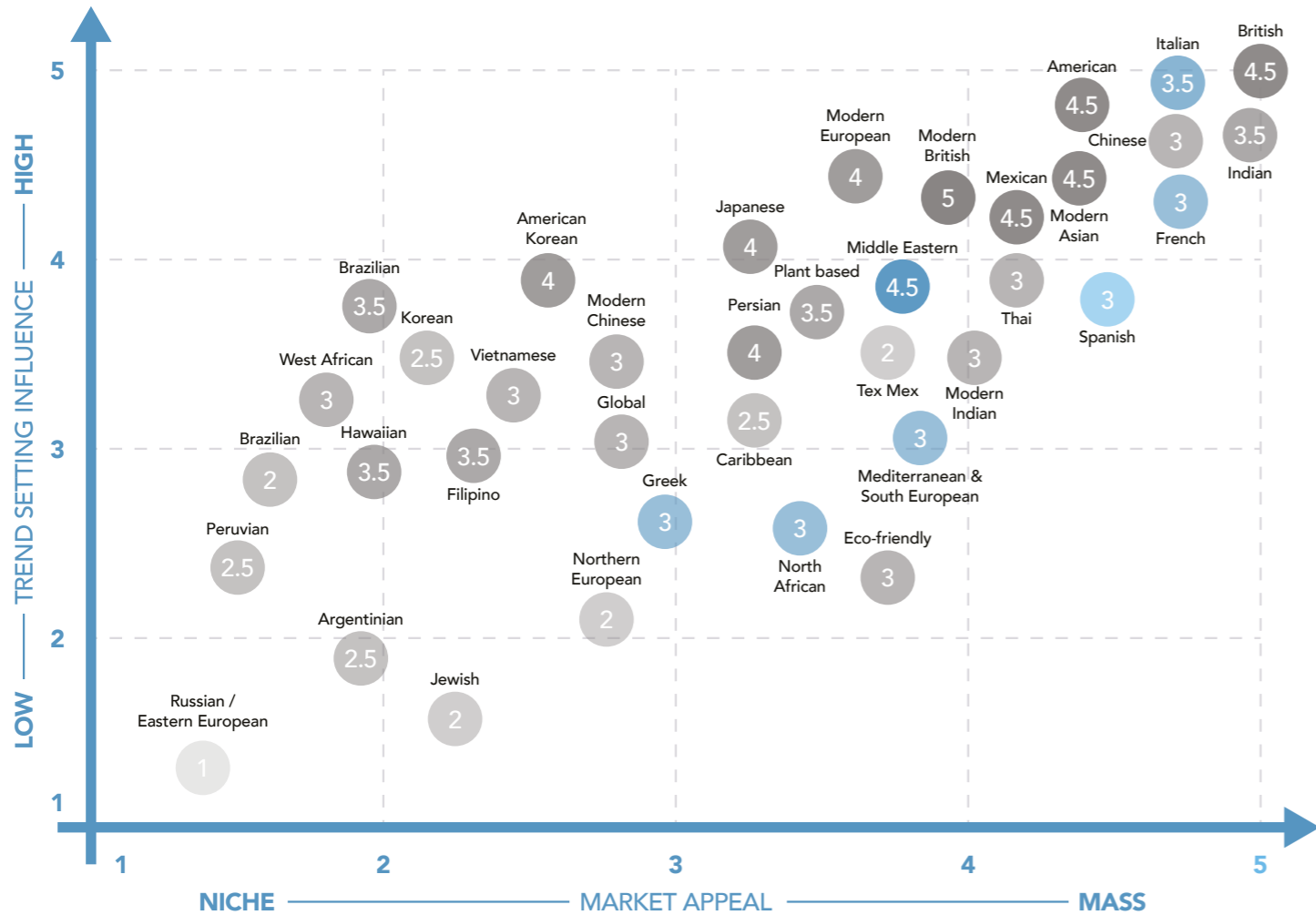
Mediterranean regions such as Italy, Spain and France in particular have traditionally been viewed as culinary hotbeds.

Driven by growing interest in more exotic cuisines, we're seeing an increase in product launches and restaurant openings of less mainstream cuisines such as Turkish, Lebanese or Egyptian.

The Mediterranean cuisine is famed for fresh fruits, nuts, cheeses and a range of sweet treats.



FASTEST GROWING ETHNIC FLAVORS IN GLOBAL READY MEALS LAUNCHES (CAGR, 2014-2018). SOURCE: INNOVA FLAVOR TRENDS



SOURCE: THE FOOD PEOPLE - TRENDMAP

Your new flavor forecast

EMERGING

**Baklava
Gianduja**

Ahead of the curve, new to consumers but beginning to appear on innovative restaurant menus.

GROWING

**Forest Honey
Carob
Rum Raisin**

Starting to appear in food products with potential to mainstream in the near future.

MAINSTREAM

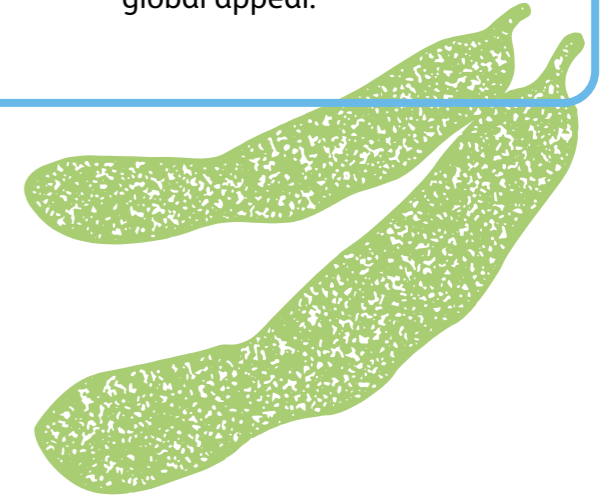
**Bergamot
Feta Cheese
Fig**

Regarded as normal or conventional in a segment and poised to work in sports nutrition.

ESTABLISHED WITH GLOBAL POTENTIAL

**Pomegranate
Apricot**

Well established in certain regions with potential for global appeal.





FLAVOR NOTES: FILO PASTRY / PISTACHIO / HONEY

Baklava

Baklava is a rich, sweet dessert pastry which is made from layers of filo which are filled with chopped nuts, particularly pistachio. These layers are sweetened and held together with honey or syrup and can often be topped with rosewater or orange flower water.

Baklava originated during the Ottoman Empire and is characteristic of Levantine and Middle Eastern cuisines.



MOST POPULAR APPLICATIONS GLOBAL PRODUCT LAUNCHES BY CATEGORY



Bakery
72%



Desserts
9%



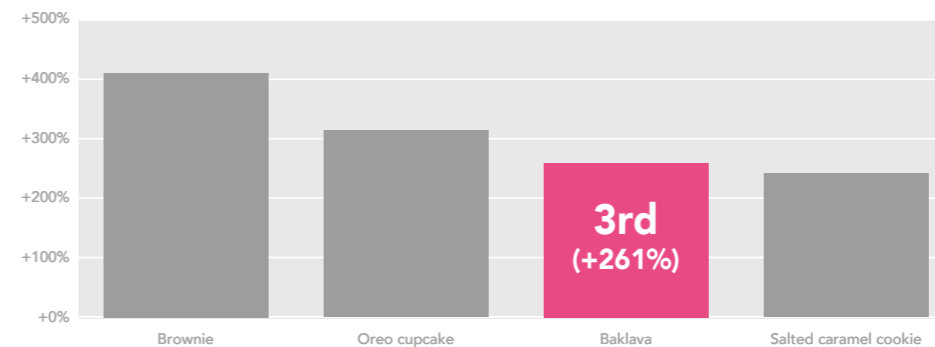
Snacks
9%



Dairy
9%

SOURCE: MINTEL GNPD

TOP DESSERT TRENDS



SOURCE: GRUBHUB AMERICA, 2018

IN MARKET PRODUCTS



Ice cream with Baklava (Greece)



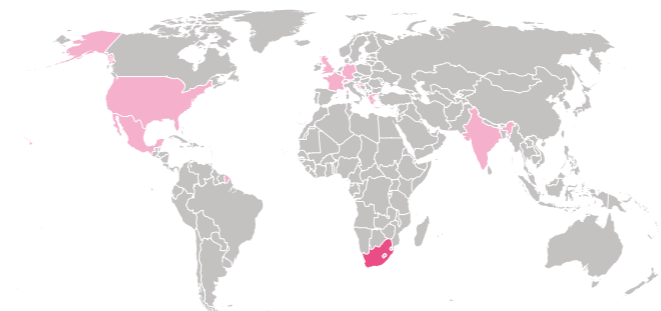
Honey Pecan baklava plant-powered bars (USA)



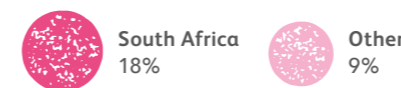
Pistachio & Honey baklava (UK)

SOURCE: MINTEL GNPD

LAUNCHES BY REGION

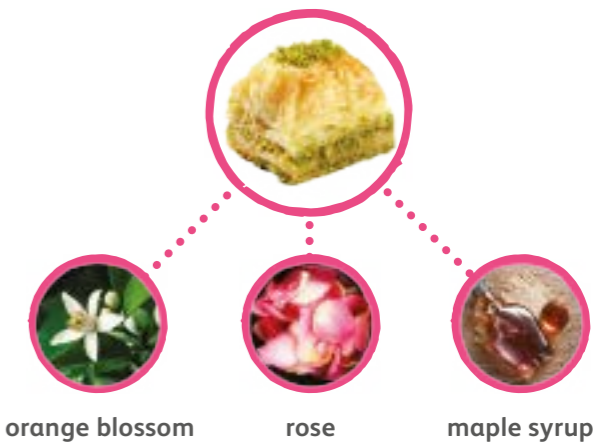


TOP COUNTRIES BY % OF GLOBAL LAUNCHES



SOURCE: MINTEL GNPD

PERFECTLY PAIRED FLAVOR PAIRINGS BACKED BY SCIENCE



SOURCE: FOODPAIRING® & OUR IN-HOUSE ANALYTICAL RESEARCH

WE SAY: BAKLAVA is one of the most iconic desserts of Mediterranean and Middle Eastern cuisine, but it has yet to reach its full potential elsewhere. Despite this Baklava is poised to make the jump into the mainstream as consumer familiarity has been increasing through a combination of interest in Mediterranean cuisine and exposure through social media.



FLAVOR NOTES: DARK CHOCOLATE / HAZELNUT

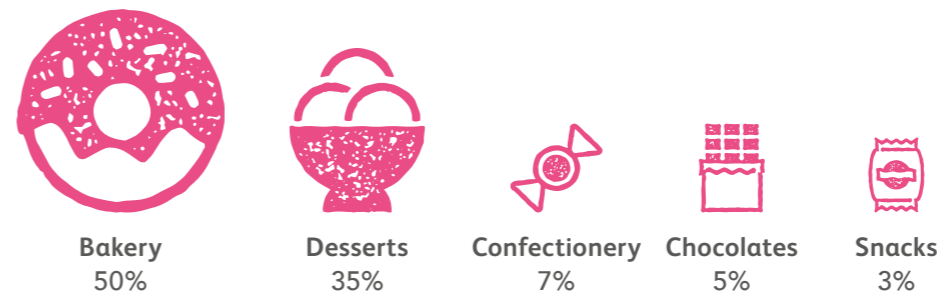
Gianduja

Gianduja džan'duja (Jian-doo-ya) is one of Italy's most famous confections. Made from a mixture of chocolate and hazelnut it was originally created in Turin in 1806 as a way of reducing the cocoa content in chocolates.

This was necessitated by a steep rise in cocoa prices as Napoleon Bonaparte had banned imports from British colonies which supplied most of the cocoa at the time!

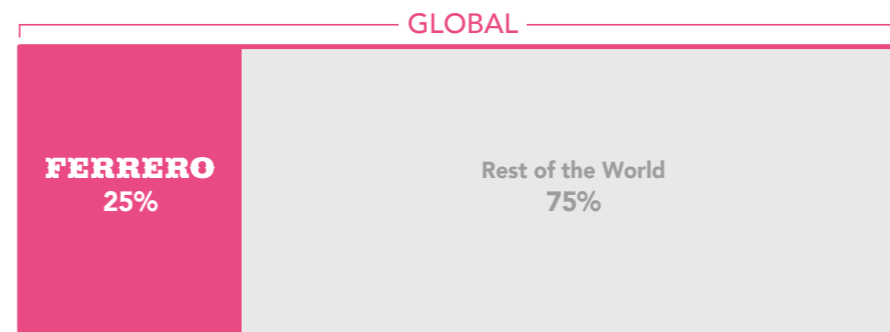


MOST POPULAR APPLICATIONS GLOBAL PRODUCT LAUNCHES BY CATEGORY



SOURCE: MINTEL GNPD

FERRERO IS THE LARGEST BUYER OF HAZELNUTS



SOURCE: T-VINE.COM, 2018

IN MARKET PRODUCTS



Piedmontese Gianduiotto ice cream (Italy)



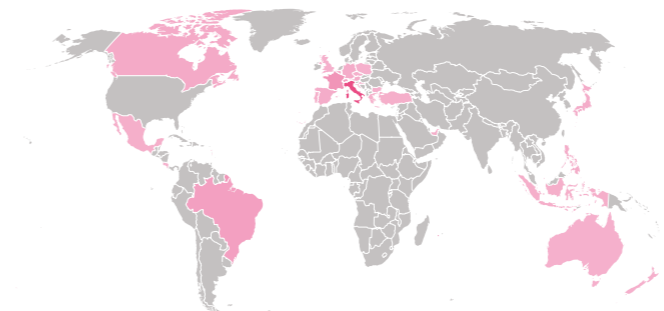
Italian pastry tarts with Gianduja cream (France)



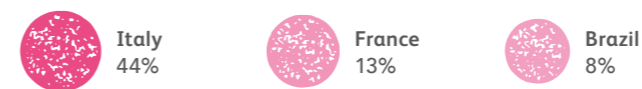
Gianduja tart (Portugal)

SOURCE: MINTEL GNPD

LAUNCHES BY REGION



TOP COUNTRIES BY % OF GLOBAL LAUNCHES



SOURCE: MINTEL GNPD

PERFECTLY PAIRED FLAVOR PAIRINGS BACKED BY SCIENCE



SOURCE: FOODPAIRING® & OUR IN-HOUSE ANALYTICAL RESEARCH

WE SAY: GIANDUJA is most famously known through the classic Nutella® spread, however in Italy there are a whole host of other gianduja products beyond Nutella®. Chocolate and hazelnut are flavors that naturally pair well together and are consumed globally. As a result, the flavor combination has global appeal, but also holds the ability to entice consumers with a more authentic offering.

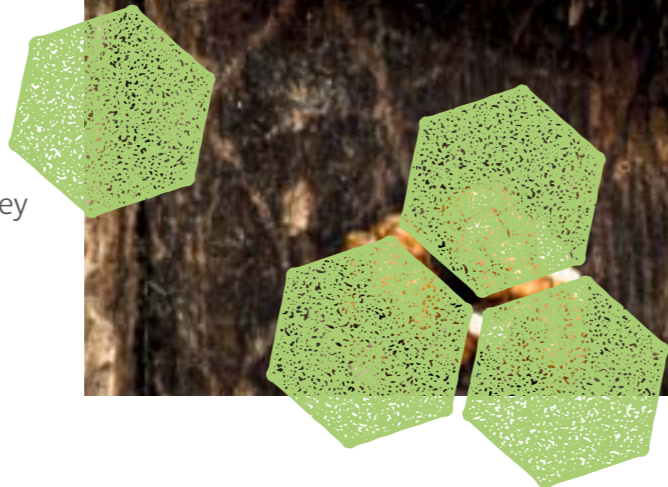


FLAVOR NOTES: PINE / FLORAL HONEY

Forest Honey

Honey has always had a long history of association with the Mediterranean with cave paintings in Spain depicting humans foraging for honey at least 8,000 years ago!

Forest honey, also known as pine or honeydew honey is probably one of the most unique honey varieties because it is made by bees which collect sugary deposits left by insects from the sap of pine trees!



MOST POPULAR APPLICATIONS GLOBAL PRODUCT LAUNCHES BY CATEGORY



Bakery
90%



Dairy
5%



Confectionery
3%



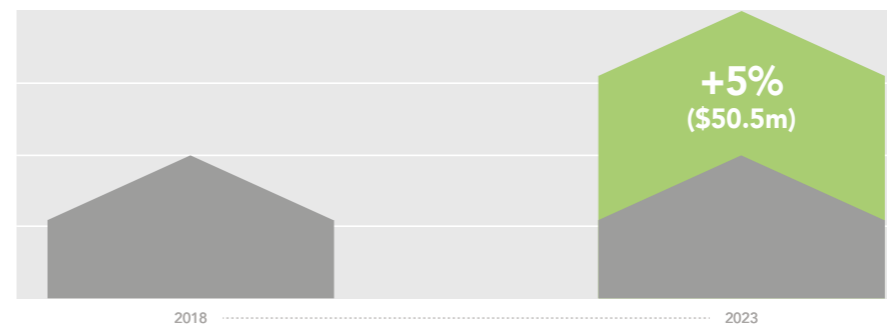
Condiments
1%



Alcohols
1%

SOURCE: MINTEL GNPD

EXPECTED GROWTH OF FOREST HONEY SALES (CAGR) 79% OF THIS GROWTH IS EXPECTED TO COME FROM EUROPE



SOURCE: BUSINESSWIRE.COM

IN MARKET PRODUCTS



Greek balsamic
vinegar & honey
(Germany)



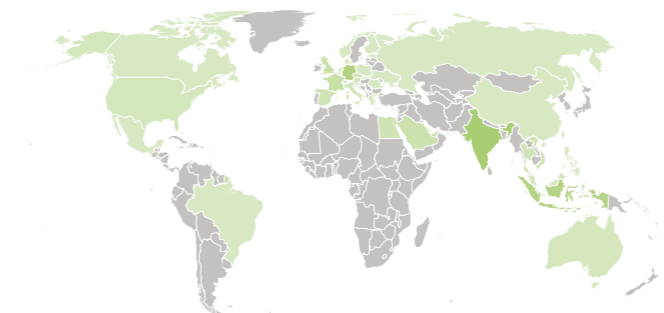
Original Greek
honey yogurt (USA)



Tahini with Greek
honey and cocoa
(Greece)

SOURCE: MINTEL GNPD

LAUNCHES BY REGION



TOP COUNTRIES BY % OF GLOBAL LAUNCHES



India
15.5%



Germany
12.5%



Indonesia
8.5%

SOURCE: MINTEL GNPD

PERFECTLY PAIRED FLAVOR PAIRINGS BACKED BY SCIENCE



SOURCE: FOODPAIRING® & OUR IN-HOUSE ANALYTICAL RESEARCH

WE SAY:

HONEY is popular around the world but is particularly prevalent in the Mediterranean regions where it is used in a range of sweet and savory products. Due to the way the bees produce it, forest honey is one of the world's most unique honeys. Honey is a popular flavor, particularly due to its perceived healthiness, but the added spin and unique story of forest honey is sure to attract consumers.



FLAVOR NOTES: FRUITY / DARK CHOCOLATE

Carob

Carob (*Ceratonia siliqua*) is a shrub in the legume family which is widely cultivated for its edible pods. These pods are ripened and dried and are often ground into carob powder which can be used as an alternative to or a replacer for cocoa.

The 'carat' measurement for quality of gemstones is derived from carob as during the Classical era gold and gemstones were weighed against carob seeds.



MOST POPULAR APPLICATIONS GLOBAL PRODUCT LAUNCHES BY CATEGORY



Bakery
49%



Spreads
21%



Snacks
20%



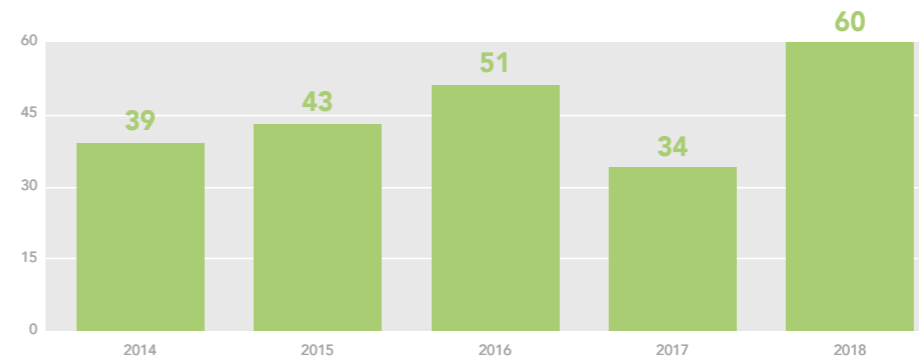
Beverages
6%



Cereals
4%

SOURCE: MINTEL GNPD

NUMBER OF CAROB PRODUCT LAUNCHES



SOURCE: MINTEL GNPD

IN MARKET PRODUCTS



Carob high protein beverage (Brazil)



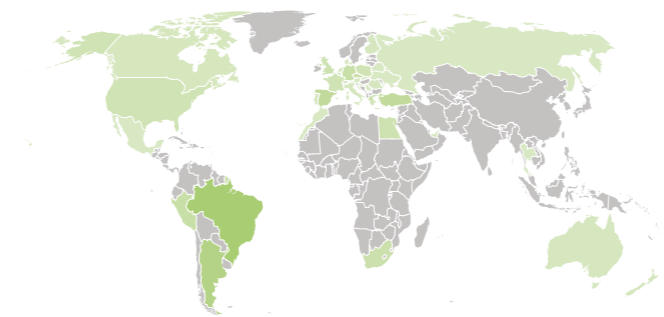
Oatmeal with chia and carob (Peru)



Carob & hazelnut cream (Spain)

SOURCE: MINTEL GNPD

LAUNCHES BY REGION



TOP COUNTRIES BY % OF GLOBAL LAUNCHES



SOURCE: MINTEL GNPD

PERFECTLY PAIRED FLAVOR PAIRINGS BACKED BY SCIENCE



SOURCE: FOODPAIRING® & OUR IN-HOUSE ANALYTICAL RESEARCH

WE SAY:

CAROB is a natural fit for sports nutrition due to its similarity to cocoa powder which is used heavily in protein-based applications. Carob offers a familiar but unique twist to typical chocolate flavored products which gives it the potential to really hit the mark with consumers looking for alternatives to standard milk chocolate profiles.



FLAVOR NOTES: RUM / DRIED FRUIT / BROWN

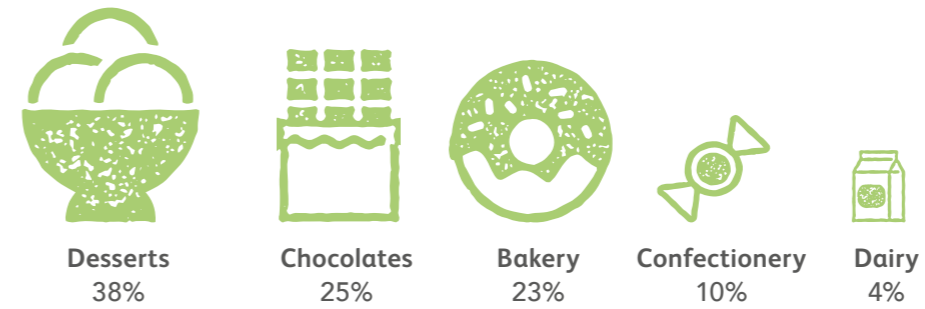
Rum Raisin

For many, rum raisin may not immediately scream Mediterranean as it is an ice cream staple across Europe, however this classic flavor has its roots in Italy.

Originally invented in Sicily, this gelato flavor was started life being called “Málaga” (after the raisins) and was at first made with wine instead of rum!

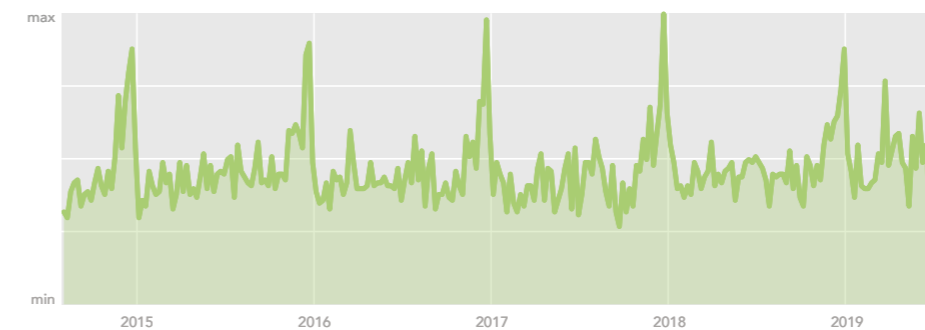


MOST POPULAR APPLICATIONS GLOBAL PRODUCT LAUNCHES BY CATEGORY



SOURCE: MINTEL GNPD

GLOBAL INTEREST



SOURCE: GOOGLE TRENDS, AUG 2019

IN MARKET PRODUCTS



Rum & raisin custard
(Netherlands)



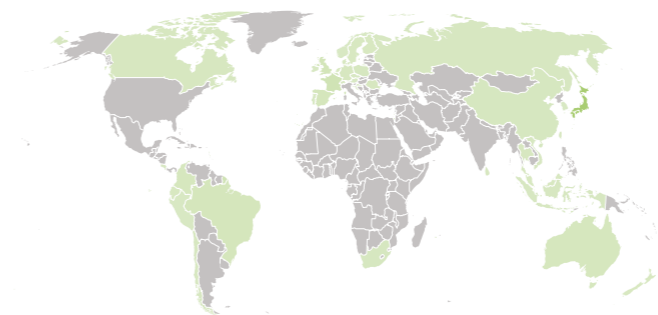
Chocolate with rum, raisins
and hazelnuts (Germany)



Rum raisin chocolate
(Japan)

SOURCE: MINTEL GNPD

LAUNCHES BY REGION



TOP COUNTRIES BY % OF GLOBAL LAUNCHES



SOURCE: MINTEL GNPD

PERFECTLY PAIRED FLAVOR PAIRINGS BACKED BY SCIENCE



SOURCE: FOODPAIRING® & OUR IN-HOUSE ANALYTICAL RESEARCH

WE SAY:

RUM RAISIN is a classic ice cream flavor which originated in the Mediterranean but has already spread globally in dessert form. With the increase in cross-category pollination, we're beginning to see this flavor profile appear in other sweet categories and we predict that it has the potential to be a popular sports nutrition profile.



FLAVOR NOTES: CITRUS / EARL GREY TEA

Bergamot

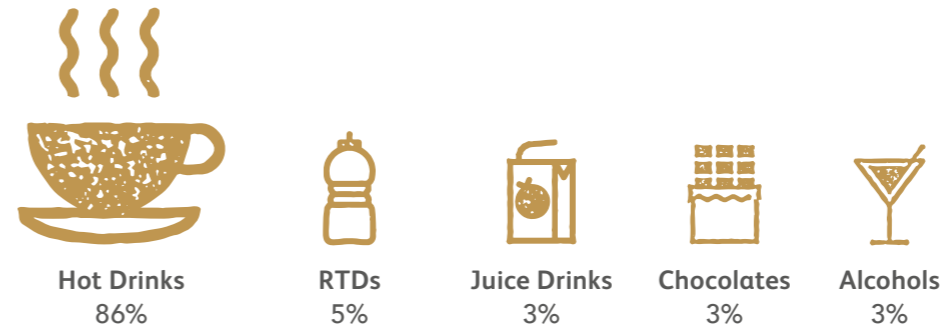
The Bergamot orange (*Citrus bergamia*) is a citrus fruit that is around the same size as an orange but is typically yellow or green depending on ripeness.

Bergamot is common throughout the Mediterranean and tastes similar to other citrus fruits but is more bitter and fragrant.



MOST POPULAR APPLICATIONS

GLOBAL PRODUCT LAUNCHES BY CATEGORY



SOURCE: MINTEL GNPD

IN MARKET PRODUCTS



Pomegranate juice with bergamot (Italy)

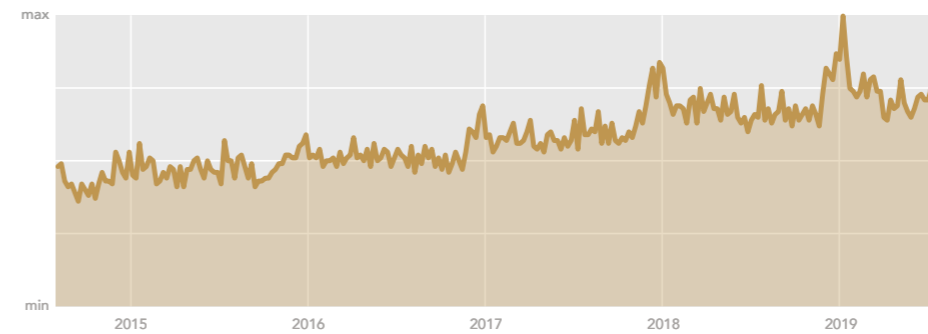
Bergamot jam (Morocco)

Orange flower, bergamot & black pepper ice cream (Mexico)

Sparkling water with grapefruit and bergamot (UK)

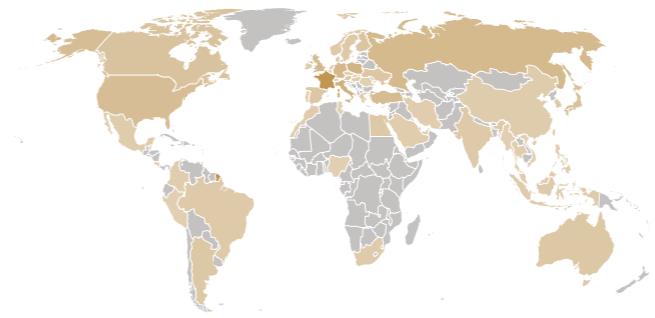
SOURCE: MINTEL GNPD

GLOBAL INTEREST



SOURCE: GOOGLE TRENDS, AUG 2019

LAUNCHES BY REGION



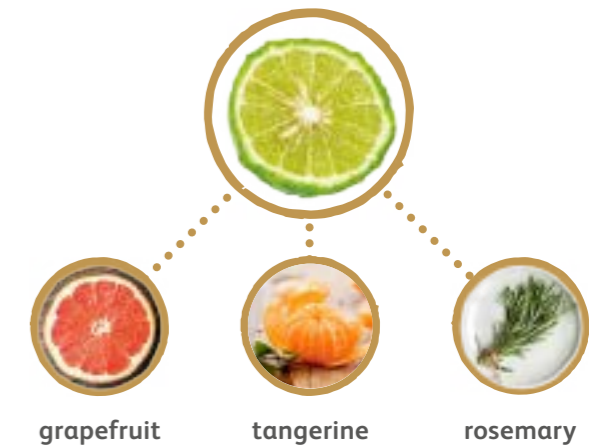
TOP COUNTRIES BY % OF GLOBAL LAUNCHES



SOURCE: MINTEL GNPD

PERFECTLY PAIRED

FLAVOR PAIRINGS BACKED BY SCIENCE



SOURCE: FOODPAIRING® & OUR IN-HOUSE ANALYTICAL RESEARCH

WE SAY:

BERGAMOT is most famous outside of the Mediterranean as the principal flavoring component within Earl Grey Tea. This is beginning to change as consumers become more interested in alternative citrus. Globally, there is a move away from typical lemons and limes to more distinctive citrus profiles, which has led to a number of launches worldwide, featuring bergamot in a range of categories with numerous highly unique flavor combinations.



FLAVOR NOTES: SHEEP'S MILK / CHEESE / SALTY

Feta Cheese

Produced in Greece since at least the 8th Century BC, feta is made from sheep or goat's milk which is then aged in a brine.

Since 2002, feta has been a protected designation of origin product in the European Union, meaning to be called feta it must be manufactured in Greece. Despite this there are other, similar white, brined cheeses produced and eaten in other Eastern Mediterranean countries.

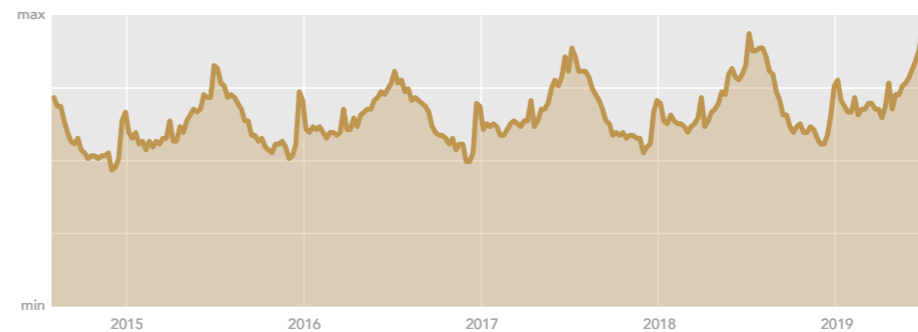


MOST POPULAR APPLICATIONS GLOBAL PRODUCT LAUNCHES BY CATEGORY



SOURCE: MINTEL GNPD

GLOBAL INTEREST



SOURCE: GOOGLE TRENDS, AUG 2019

IN MARKET PRODUCTS



Olive & feta flavored hand cooked potato chips (UK)



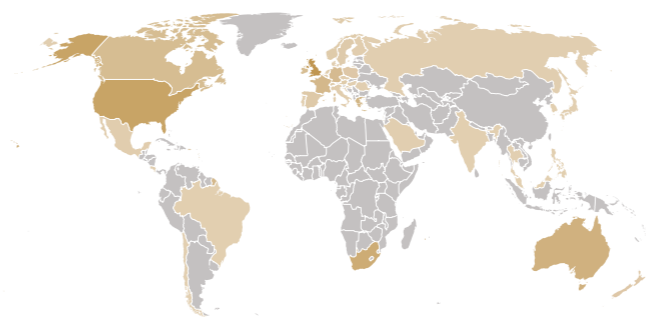
Santorini pie with tomatoes, feta cheese and olives (Greece)



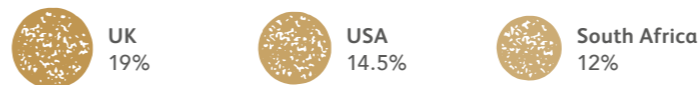
Feta cheese, olive & mint dressing (UK)

SOURCE: MINTEL GNPD

LAUNCHES BY REGION

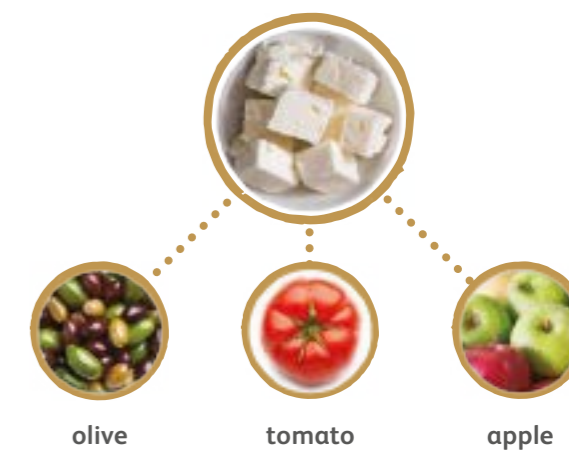


TOP COUNTRIES BY % OF GLOBAL LAUNCHES



SOURCE: MINTEL GNPD

PERFECTLY PAIRED FLAVOR PAIRINGS BACKED BY SCIENCE



SOURCE: FOODPAIRING® & OUR IN-HOUSE ANALYTICAL RESEARCH

WE SAY: FETA is unique to Greece, making it one of the cheeses most strongly associated with the Mediterranean. It's distinctive, salty tang is derived from the aging process which makes it a popular flavor across the globe, particularly when paired with other Mediterranean flavors such as black pepper, olives or tomatoes.



FLAVOR NOTES: DRIED FRUIT / ALCOHOLIC / SYRUP

Fig

The edible fruit of the *Ficus carica* tree was one of the first plants to be cultivated by humans, with fossils dating as far back as 9200 BC, predating even domesticated wheat!

There are three types of edible figs: Smyrna, San Pedro and Common, which as the name suggests is the most readily available.

Turkey, Egypt and Morocco produce over 50% of the world's raw figs.



MOST POPULAR APPLICATIONS GLOBAL PRODUCT LAUNCHES BY CATEGORY



SOURCE: MINTEL GNPD

IN MARKET PRODUCTS



Fig ice cream (Spain)



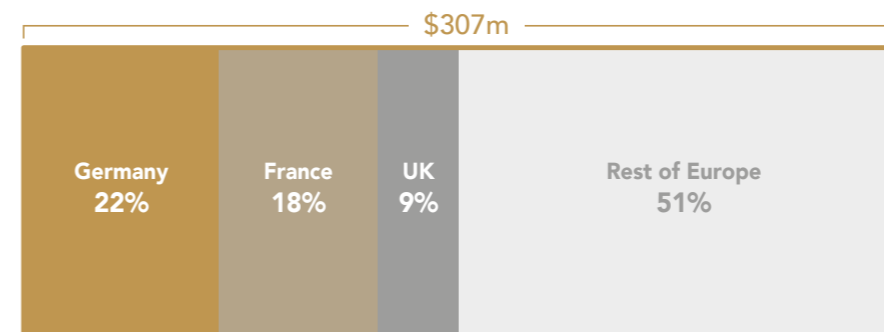
Drinking yogurt with figs & guava (Lithuania)



Farmhouse ale fermented with smoked Texas figs (USA)

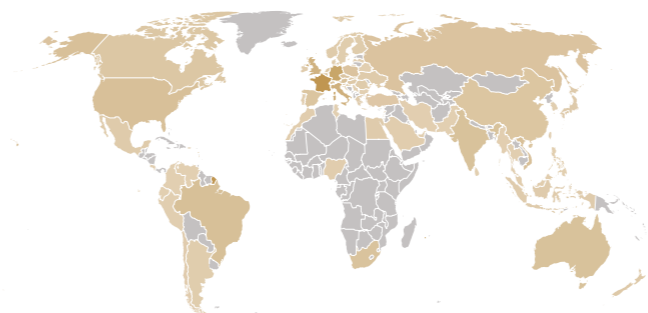
SOURCE: MINTEL GNPD

EUROPEAN FIG MARKET: TOP IMPORTERS EUROPE IMPORTS 70% OF WORLD'S FIGS



SOURCE: OEC, 2017

LAUNCHES BY REGION



TOP COUNTRIES BY % OF GLOBAL LAUNCHES



SOURCE: MINTEL GNPD

PERFECTLY PAIRED FLAVOR PAIRINGS BACKED BY SCIENCE



SOURCE: FOODPAIRING® & OUR IN-HOUSE ANALYTICAL RESEARCH

WE SAY: FIGS are native to the Middle East (and Asia) and have a long tradition of being consumed within the region, however they are familiar in most regions in the world, usually consumed dried, as jams, or in products such as fig rolls. With consumers increasingly looking to the Mediterranean for inspiration, chefs are experimenting with figs in a new range of product categories.



FLAVOR NOTES: GREEN / WOODY / RED FRUIT

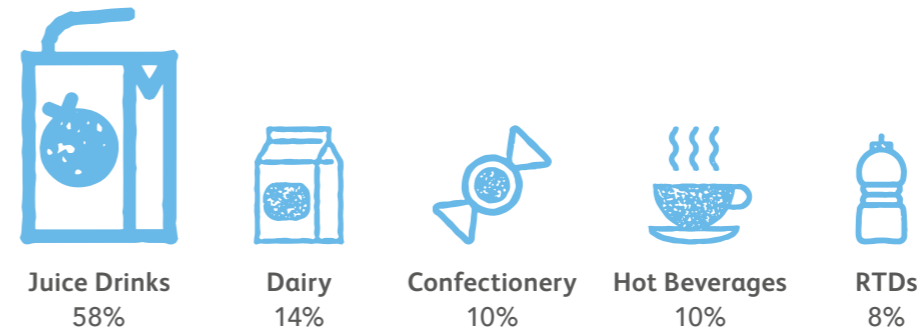
Pomegranate

The fruit of the *Punica granatum* shrub, pomegranate derives its name from medieval Latin *pōmum* “apple” and *grānātum* “seeded”.

The pomegranate originated in modern-day Iran and has been cultivated since ancient times in the Mediterranean. The Spanish are largely responsible for the pomegranate’s spread having introduced them to many of their colonial territories.



MOST POPULAR APPLICATIONS GLOBAL PRODUCT LAUNCHES BY CATEGORY



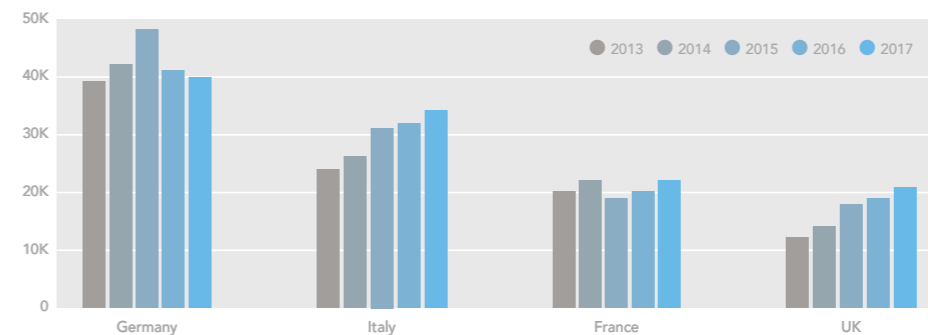
SOURCE: MINTEL GNPD

IN MARKET PRODUCTS



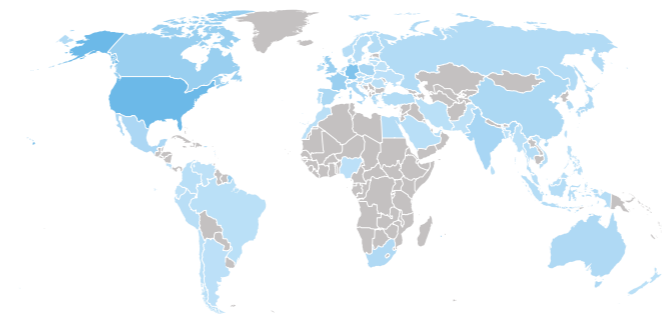
SOURCE: MINTEL GNPD

TOP EUROPEAN CONSUMERS OF POMEGRANATES IMPORTERS OF FRESH FRUIT INCLUDING POMEGRANATES IN TONNES



SOURCE: ITC TRADEMAP

LAUNCHES BY REGION

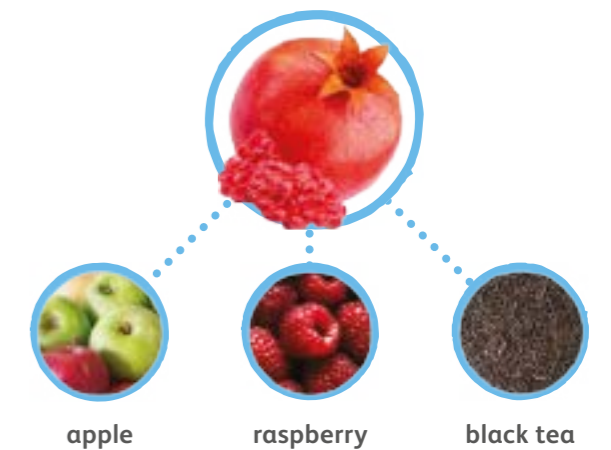


TOP COUNTRIES BY % OF GLOBAL LAUNCHES



SOURCE: MINTEL GNPD

PERFECTLY PAIRED FLAVOR PAIRINGS BACKED BY SCIENCE



SOURCE: FOODPAIRING® & OUR IN-HOUSE ANALYTICAL RESEARCH

WE SAY:

POMEGRANATE is a classic Mediterranean fruit profile which is beginning to develop global appeal. Pomegranate seeds are a popular garnish for many salads, and it is also increasingly being used in juice drinks due to the associated health benefits of the fruits. Pomegranate typically works best when paired with more familiar flavors such as berry or other fruit profiles in order to widen its appeal.



FLAVOR NOTES: DRIED / STONEY / FRUITY

Apricot

The fruit of *Prunus armeniaca* tree. Its literal Latin name means “Armenian plum”, due to the widely held belief that apricots originated from that region.

Historically, apricots were extensively consumed in Ancient Greece and Rome. In addition to being closely related to plums, apricots are also related to peaches, almonds and cherries.



MOST POPULAR APPLICATIONS

GLOBAL PRODUCT LAUNCHES BY CATEGORY



SOURCE: MINTEL GNPD

IN MARKET PRODUCTS



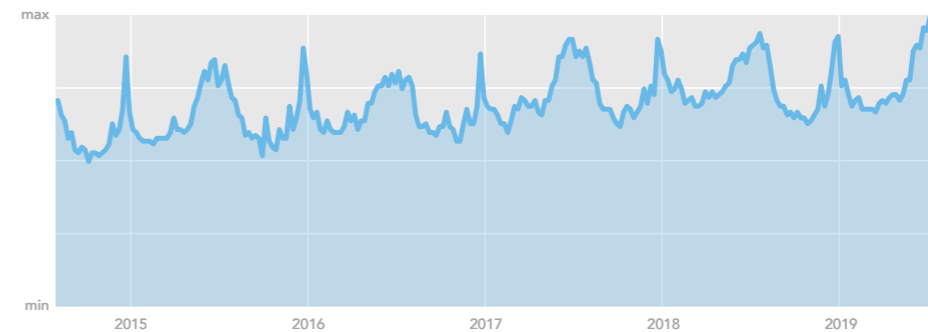
Peach and apricot carbonated soft drinks (Spain)

Vineyard peach, apricot and basil rum (France)

Extra fruity peach & apricot conserve (UK)

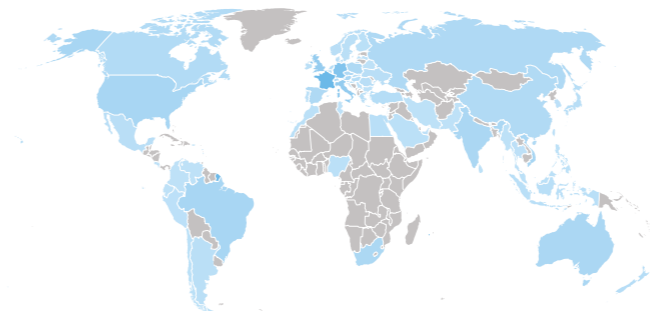
SOURCE: MINTEL GNPD

GLOBAL INTEREST



SOURCE: GOOGLE TRENDS, AUG 2019

LAUNCHES BY REGION



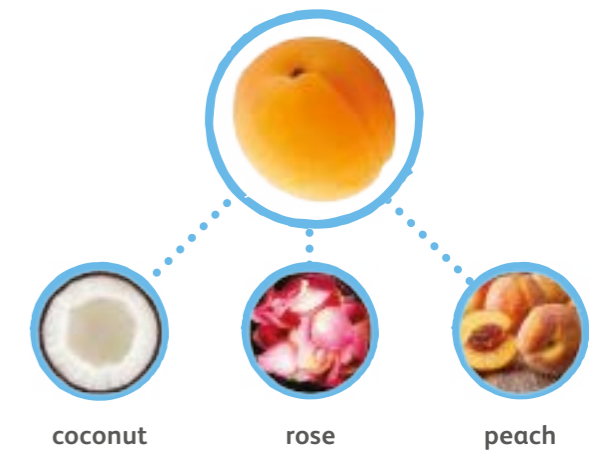
TOP COUNTRIES BY % OF GLOBAL LAUNCHES



SOURCE: MINTEL GNPD

PERFECTLY PAIRED

FLAVOR PAIRINGS BACKED BY SCIENCE



SOURCE: FOODPAIRING® & OUR IN-HOUSE ANALYTICAL RESEARCH

WE SAY:

APRICOTS are familiar across the globe, particularly in products like preserves or jams. Increasingly, however, we’re seeing the number of products in other categories – such as drinks, desserts or ice creams – increase. Peach is the most common pairing for apricot, but we’re also starting to see apricot products launch which pair the fruit with botanicals such as basil or thyme.



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