

INSPIRE

The Ottens Observer

Beer becomes the new wine

With such a wide range of beer styles available— Indian pale ale (IPA), pale ale, sour and imperial stout— this has caused beer producers to push boundaries and innovation in order to engage craft beer drinkers and differentiate themselves from the competition.

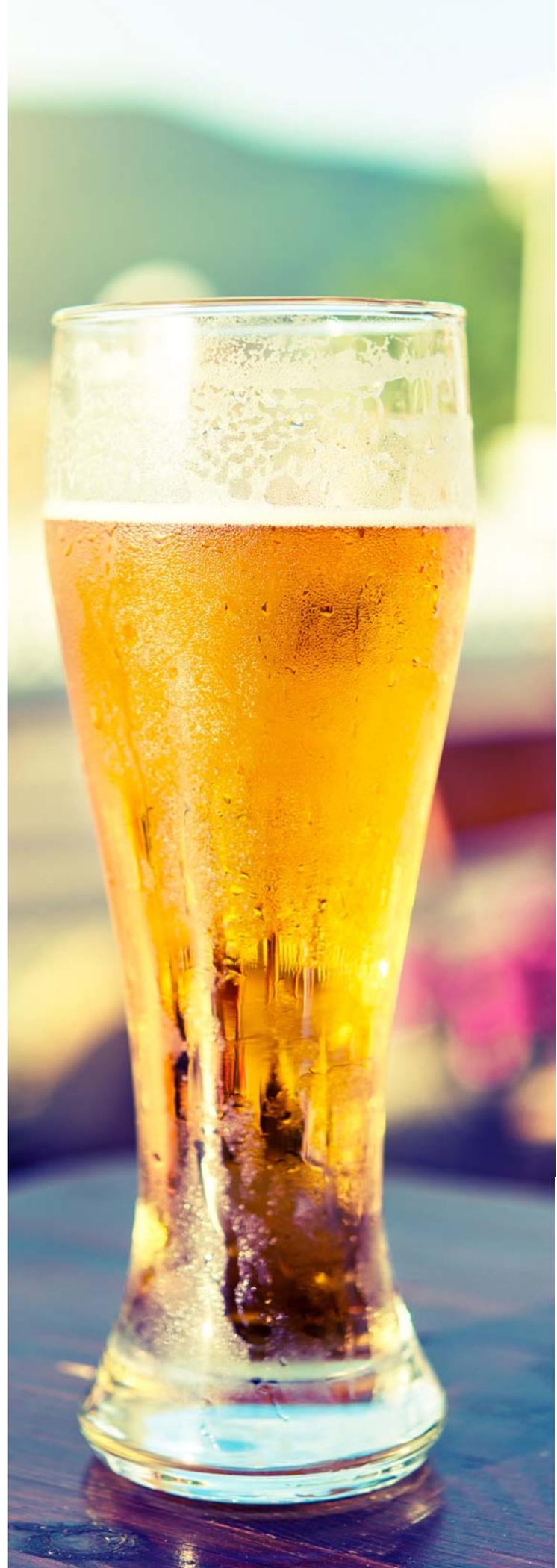
Craft breweries in North America are continuing to experiment around flavor to keep their target market engaged. Pushing flavor boundaries has become a way for micro-brewers to differentiate themselves in a market of almost 3,500 microbrewers and brewpubs. Recent launch activity shows how flavor experimentation is catering to consumers who seek bolder, less fruit-centric and more distinctive flavors.

Adding flavor (beyond the core recipe of grain, hops, yeast and water) is one of the key drivers of craft beer innovation. While this trend has steadily been building over a number of years, it has become increasingly more experimental and appears to be peaking. According to Mintel GNPD, 'spice/spicy' and 'grapefruit' are the two top flavor components in the North American craft beer market in the last year. Other popular flavors include sour, ginger, raspberry, coffee and honey. In addition, popular culinary flavor trends are being adapted to the craft beer segment with the inclusion of ingredients like, lemon verbena, pink peppercorn, sumac, lychee, sea salt, chilies and dried lime.

Limited edition flavors and seasonal brews have been cited as a key purchase driver for US Millennials, who seek bolder flavor profiles. According to research conducted by Mintel, when US beer drinkers were asked what qualities appealed to them, 48% said seasonal brews, having tried them and indicating they would try them again. This shows that tapping into the 'seasonal' segment is important for brewers.

Brewers continue to reinvent the beer category through the introduction of unique flavor combinations, innovations in hard sodas, hand crafted ciders and creative malt beverage pairings.

(Internal Data, 2017)(Mintel GNPD, 2017)



Cupid's Picks this Valentine's Day!

February is known as the month of LOVE, it's also one of the top months for candy sales. Each year candy manufacturers launch limited editions featuring new flavors that you will lust over.

This year we are seeing a lot of the classic Valentine's Day flavors like strawberry, raspberry, cherry, and every shade of chocolate. Baked goods flavors also seem to be popular in candy applications - fudge brownie, red velvet, vanilla cupcake, and angel food cake.

Some candy companies are shying away from indulgent flavors and opting for unique fruits like pink passion fruit, red dragon fruit, guava, tart cherry, and ruby red grapefruit. These flavors sound pretty SWEET to us!



COOKIE TRENDS

Top Cookie Flavors on Menus

- Chocolate Chip
- Chocolate
- Peanut Butter
- Vanilla
- Lemon
- Butter
- Almond
- Coconut
- Ginger
- Dark Chocolate
- Cherry
- Cinnamon
- Cranberry
- Triple Chocolate
- Sweet

Taste is dominant reason why respondents eat cookies

Consumers are most interested in indulgent cookies

Despite their growing awareness of health-related issues, *consumers are most interested in new cookie products that are indulgent, such as those which contain more chocolate, caramel, nuts or superfruits.*

Consumers consider cookies as an occasional indulgence

Perhaps *consumers consider cookies as an occasional indulgence in the first place and assume they will not overeat this category.*

Consumers want to enjoy their treat

In that case, *consumers treating themselves to a break do not wish to limit their enjoyment.*

Consumers Demand Healthy Innovation

Health conscious consumers want to indulge in delicious treats every once in a while, without the guilt.

- Limited ingredients
- Gluten free
- Natural and low fat
- Alternative sweeteners
 - Monk fruit
 - Agave nectar

SOURCES: (Mintel GNPD, 2015) (Technomics, 2015)



Suit—Up! IFF-Ottens Flavors is hosting a Suit Drive

IFF-Ottens Flavors is hosting a Suit Drive this month. Collecting gently worn professional attire, to donate to local organizations in our area.

Organizations like MenzFit, Career Wardrobe, and Image and Attitude, provide professional interview clothing, career development and financial literacy services to low—income individuals who are transitioning into the workforce. These organizations help these individuals to develop the skills needed to become valuable employees and retain employment.

Our clothing drive is just one of the many ways we give back to those in need. Helping to make our home, Philadelphia a better place.



Flavor of the Month

Dark Chocolate Fudge

Forget diamonds, chocolate is the way to our hearts! Our Dark Chocolate Fudge flavor features the perfect balance of sweet and bitterness with an indulgent touch of dairy notes. IFF-Ottens Flavors has captured the essence of chocolate in a simple, ready to use flavor, that is sure to be a crowd pleaser. Give our Dark Chocolate Fudge flavor a try in your next decadent creation!