

INSPIRE

# The Ottens Observer

**IEF** | *Ottens  
Flavors*

# PrOats, ZOats & Overnight Oats!

The breakfast category continues to see strong growth, mostly driven by health conscious consumers who believe breakfast is the most important meal of the day. With hectic schedules and little time to prep, consumers are in search of healthy, quick and easy breakfast options to keep them satisfied throughout the morning.

Consumers are putting more emphasis on the addition of functional ingredients, such as added energy, protein and superfoods. We have also noticed an increased demand for wholegrains and Non-GMO in the cereal segment. Almost 70% of launches in cereal since 2012 feature wholegrains. When it comes to selecting a hot or cold cereal, high fiber and low sugar are still the most important attributes behind flavor. In many food products, flavor is often a key factor in purchasing decisions, 29% of American consumers who eat hot and/or cold cereals choose cereal that tastes good regardless of how nutritious it is.

Protein continues to trend upward, we see an increase in products featuring added protein and higher levels of protein on the market. PrOats is a hot new trend that is taking social media by storm. A delicious combination of protein powder and traditional oatmeal, provides a filling and protein packed breakfast or snack that keeps hunger at bay. Several nutritional companies have noticed the trend and launched retail products which feature at least 20 grams of protein, and fun flavors like cookies and cream, chocolate crunch and cinnamon banana. These high protein power cereals are targeting active consumers who need that additional boost in the AM.

If protein isn't enough, you can always add a serving of veggies to your morning bowl of oats. The trend of adding shredded zucchini to oatmeal, not only provides a serving of healthy greens, it also helps boost volume with little calories. ZOats, or zucchini oats, has been trending on social media, featuring an array of fun flavors and toppings. From savory to sweet, ZOats work well any time of day.

The last big trend to note is overnight oats! The delicious combination of raw rolled oats, milk and yogurt, placed in the fridge overnight so the liquid can get soaked up. They are enjoyed cold and loaded with an array of unique toppings like fresh fruit, granola, nuts, jam and honey. QSRs have noticed the booming trend and are now offering overnight oats in store. Corner Bakery Café serves Chilled Swiss Oats, featuring a mix of yogurt and oats topped with nuts and fresh fruit.

Oatmeal continues to be the healthy breakfast of choice! We are excited to see new flavors and inclusions trending, as this market continues to evolve.

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





## Bakery Innovations on the Market

Whether it's danish jump-starting the morning or a macaron as the final bite of the night, pastries have always been synonymous with sugar. But as more pastry chefs play with savory applications, they're discovering that dough can serve as a vehicle for delivering unexpected flavors.

According to Technomic MenuMonitor, the top cake flavors on menus are chocolate, carrot, lemon, and red velvet. We have also seen growth in tres leches, coffee, coconut, banana as well as savory flavors. A great example of the savory trend is Tartine Manufactory in San Francisco who keeps a veggie savory danish on seasonal rotation, whether it's a butternut squash, onion and fontina danish or the current version, featuring asparagus ricotta with sheep's milk seasoned with lemon zest, salt and pepper. Not only are danish getting a savory twist, Cronuts are getting a second wind. Executive Pastry Chef Emily Spurlin rotates a savory Cronut on the menu at Bad Hunter in Chicago, featuring iterations like Croque Madame, nacho, and beet and goat cheese.

A whole line-up of savory pastries parades throughout dessert menu at Cafe Des Architectes in Chicago. Executive Chef Greg Biggers offers eight savory desserts, which have included foie gras macarons, truffle eclairs, and wasabi-grapefruit white chocolate bonbons.

Savory treats are not the only trend in bakery right now, Chefs across the country are innovating around the beloved Eastern European bread-cake hybrid, the babka. The babka is having a shiny moment in the food service spotlight, and the popularity is only set to continue. Where there used to be limited bakery options for babka, there is now a plethora of choices in different flavors and formats. Dough in NYC has babka made with doughnut dough featuring flavors like Mexican chocolate, lemon & olive oil and sticky banana. While General Muir in Atlanta offers babka bread pudding soaked in custard and then baked. Despite babka's popularity in food service bakeries and in consumers' kitchens, there are limited retail products available!

The bakery market is ever changing with innovative flavors and formats, as well as hybrid treats. We love to see what new creations are featured in trendy stores across the country.

*(Technomic, 2017) (Mintel, 2017) (Plateonline.com, 2017)*

# Maple Finds a Sweet (and Savory) Spot

Maple syrup, is winning over admirers far beyond the reaches of the expansive Canadian border. As the largest producer and exporter of maple syrup, Canada's Quebec province generates about three-fourths of the world's supply! The classic flavor notes of maple syrup – vanilla, caramel, maple, woody and sometimes smoky – have been taking center stage in myriad product launches.

So what's behind the rise of the maple syrup trend? It's certainly not new for North American consumers as it's been a breakfast table staple for a very long time now. Nor is it exotic as most of it comes from our friendly neighbor to the north and some is even homegrown, thanks largely to Vermont. A well-fated convergence of a handful of key factors has landed maple syrup atop recent trend lists. Thanks to a few years of higher-than average production levels, there was ample maple syrup to go around, inspiring many chefs to get imaginative. Another influencer has been the consumer shift towards natural sweeteners, under the massive umbrella of the health and wellness trend. If that weren't enough, here are a few other trends that floated maple syrup to the top: the omnipresence of "breakfast anytime," the superstar status of bacon, consumer demand for indulgence, and last but not least, the uptick in all things sweet and savory. This perfect storm now means that you'd be hard-pressed to walk down a supermarket aisle without seeing maple syrup (as an ingredient or flavor) and sometimes in products that you couldn't have imagined it in just a few years back. When it comes to sweet products and flavors, maple is a natural fit and works great in tandem with some obvious choices like brown sugar, banana, cinnamon and caramel. But the special thing about maple is how well it also complements savory foods like bacon, barbecue and salmon, as well as spicy flavor profiles like sriracha and chipotle. Maple's adaptability is a huge factor in its recent fame and will continue to help propel this flavor trend forward.



## Flavor of the Month

### *Concord Grape*

For many of us, concord grape is very nostalgic, bringing back memories of toast with jam or PB&J lunches. The sweet and sour flavor profile of our concord grape flavor will have you reminiscing of your childhood days.

Concord grape is the grape of choice for many sweet and beverage applications. Whether it's mixed in a yogurt to create an unique profile, used as a filling for sweet pastries, or used to sweeten a cocktail, concord grape is extremely versatile.