

INSPIRE

# The Ottens Observer

**IEF** | *Ottens  
Flavors*



# Foods of Coachella 2016

Coachella is an annual music and arts festival held at the Empire Polo Club in Indio, California, located in the Inland Empire's Coachella Valley in the Colorado Desert. The event features many genres of music, including rock, indie, hip hop, and electronic dance music, as well as art installations and sculptures. Coachella is even better known for short-shorts, crop tops, flower headbands and the hottest food trends across the country.

From loaded fries, to healthy nutritious smoothie bowls and even creamy ice cream creations, all can be found in the valley. This year, bowls were one of the hottest food items at the festival. Fruit and veggie smoothie and acai bowls were Instagram worthy, loaded with various toppings, like fresh fruit slices, granola, chia seeds, and of course drizzled with local organic honey.



Breakfast bowls were also in demand for the early birds, filled with eggs, veggies, greens, rice and avocados, and topped with vegan cheese. Savory bowls were everywhere! From ramen noodle bowls, featuring various Asian inspired fillings, to vegan salad bowls with vegan dressings, and even spicy Paella bowls, a well-known rice dish from Spain.

French fries made a comeback at Coachella this year, featuring both sweet potato and traditional fries, but topped with an array of mouth watering items, like chicken tikka poutine, curry, crab meat and even breakfast foods like bacon, maple syrup, jalapeño, and egg. Other savory specials featured pork belly bites, sushi, Korean BBQ and fish tacos.

There was no lack of sugary sweets this year and ice cream was definitely on trend. Ice cream sandwiches featuring homemade warm cookies, waffles topped with ice cream, as well as donuts filled with ice cream were some of the hottest items at the festival. Deep fried Oreos, and monstrous gourmet s'mores were on the must-try list this year.

Lastly, there was an array of beverages to choose from like cold press juices with hefty price tags, iced coffees everywhere, and, of course, latte art was on full display!



# Hot New Confection Trends

The confection market has seen a lot of innovation, from customizable creations, to spice infused candies and birthday cake gum. Even with all these crazy flavors the top flavors in confection still remain very mainstream—caramel, peanut butter, mint, and raspberry. Coffee and hazelnut are also popular flavors for confection. Recently, Fusion Gourmet launched Bali’s Best Coffee Candy in the US market. The gourmet filled candy is made using real Sumatran Coffee found exclusively within the confines of the tropical islands of Java. The candies are rich, creamy and smooth and are said to taste exactly like a cup of coffee. Because of their success, the company also added an all-natural line of tea candies that comprises whole leaf green tea.

Consumers love seasonal LTO offerings, these provide the manufacturer the opportunity to test flavors that are bolder options than their current market products to see how consumers react. For confection, the largest percent of seasonal candy sold is at Easter. Halloween and Valentine’s Day are also popular purchase occasions for seasonal LTOs.

Consumers are looking for products that balance on that fine line between indulgence and healthy. Such as Chobani’s Indulgent line, featuring creamy Greek yogurt blended with pieces of dark chocolate— dark chocolate mint, dark chocolate cherry, dark chocolate banana, dark chocolate raspberry and double chocolate.

Portion control is also a necessity when it comes to healthy indulgence—Nabisco SnackWell’s chocolate covered pretzels come in 100 calorie packs, and Nutella-To-Go cups with dippable cookie sticks. A little sugar never hurts, as long as it is in moderation!



(Mintel, 2016)

## BAR TRENDS

### Top Flavors for Bars

- Chocolate
- Almond
- Nut
- Cranberry
- Strawberry
- Dark Chocolate
- Apple
- Coconut
- Peanut
- Yogurt
- Caramel
- Honey
- Banana
- Milk Chocolate
- Blueberry

Demand for *snack bars* with protein content has been *sustained*, but the way it is delivered has recently *changed*. Consumers are demanding less processed sources of protein. This has resulted in different types of snack bars containing organic *whey protein* or *plant based protein sources*, such as pea, soy, rice and hemp.

### Top Protein Sources

**Nuts**

**Seeds**

**Grains**

- High Fiber
- High Protein
- Low Sugar
- Natural Ingredients

Mintel asked consumers to “create their ideal bar”

**65%** built a healthy bar

**28%** built a indulgent bar

**38%** included fruit

**32%** included chocolate

**49%**  
of consumers prefer  
high protein  
**NUT BASED BARS!**

**>75**

of consumers would be *interested* in trying granola bars in *new formats!* {such as clusters or bites}

(Mintel GNPD, 2015)

(Internal Data, 2016)

# Flavors and Natural Trends Drive Innovation for Bread Market

Total US sales of bread products reached \$24.7 billion in 2014 and are forecast to reach \$27 billion in 2019. Sales continue to steadily grow, but consumers have health concerns, such as high carbohydrate content and long ingredient list. Sales are forecasted to grow due to new innovation for 'healthier' breads and experimenting with flavor.

Looking at the top 20 flavors launched for bread in North America, garlic, cinnamon, raisin, honey, and rosemary are in the top five. Spicy flavors have grown as millennials look for hotter and bolder flavor profiles. Fruit flavors are also becoming more popular in bread applications, new launches feature— chocolate banana, strawberry banana, cranberry and blueberry.

Natural is what is really driving innovation in the bread market. Consumers continue to look for clean label options to avoid artificial colors and flavors, as well as preservatives. This has resulted in brands coming under increasing pressure to clean up their labels. This is why we are seeing a lot more brands call out whole grains, oats, fiber, seeds, protein, as well as more refrigerated products are hitting the marketing, claiming they are less processed and contain no preservatives.



SOURCE: (Mintel, 2015) (Internal Data, 2016)



## Flavor of the Month

### Natural Honey Flavor WONF #11174-B

The honey bee population across the world has continued to decline at alarming rates - a report from the USDA confirms a 34% loss in honeybee numbers. The decline of natural honey sources has created a volatile market, which continues to trend upward in price. Adding honey flavor can maintain the integrity and impact of honey taste in your product, while reducing price variability.

Ottens' honey flavor provides that perfect sweet, slightly floral profile that is sure to deliver the taste of real honey!