



2009 Flavor Fast Facts

**Ethnic Flavor . . . And Make it authentic!
Flavor Fusion . . . Give the consumer variety!
Health & Wellness . . . SuperFruits!
Moods & Lifestyle Flavor . . . Know the consumer!**

Ethnic Flavor is the #1 Trend in Flavor!

- Consumers want tastes from their travels abroad or seen on TV. . . And they want it to be authentic - real . . . Not just Italian, but Tuscan or Venetian.
- Top Emerging Ethnic Flavors: Mediterranean, Indian, Peruvian.

Flavor Fusion was rated top Flavor by Chefs in 2008!

- Many chefs are fusing different flavors together to create new and exciting dishes. This is especially seen with varying ethnic cuisines.

SuperFruits Continue as a BIG Flavor Trends!

- Super Fruits will continue in popularity as they provide many health benefits to the consumer.
- Look for Yumberries, Goji Berries & Star Fruit to become big in 2009 and Pomegranate & Acai to become even bigger.



Lifestyle Flavors . . . Segmentation!

- Flavors based on who you are and what you do. Margarita flavored chips for the party girl (by Beer Chips), 418 Energy Shots for golfers (Berry Flavored w/ Functional Benefits).

Mood Flavors . . . Relaxing to Happy!

- Flavors that can impact your mood. Lavender - Relaxing. Chamomile to soothe.
- The # of retail products with Lavender has almost doubled in the last 2 years. (low base - Mintel)

Ask How Wixon can Develop a Flavor Innovation for you!