



STRAWBERRY

2023 • FLAVOR INSIGHT REPORT

OVERVIEW

Strawberries are wonderfully sweet and slightly sour and are a member of the rose family. Strawberries have grown wild for centuries in both the Americas and Europe and are available year-round in many regions, with the peak season from April to September. From strawberry shortcake, strawberry margaritas, and strawberry milkshakes—strawberry is a classic flavor profile that is loved by consumers of all ages. While strawberry is very well established as a flavor profile in many products categories, we are seeing growth in new categories and regions around the globe. Let's take a closer look at where strawberry is appearing on the menu, in new products, and social media.



**6% growth in strawberry
flavored menu items from
2021-2022.**

STRAWBERRY

Social Listening Summary

While searching for the hashtag strawberry on Instagram, there are more than 23 million posts. From baked goods, milkshakes, strawberry gardening and picking tips, and yogurt bowls—the consumer awareness and availability of strawberry is a plenty.

- @thebakersgrove shares a picture of a fresh strawberry cheesecake described as “lightly citrus-scented cheesecake in a buttery graham cracker crumb crust, topped with vanilla bean whipped cream, just picked Jersey Fresh strawberries & chamomile blossoms from our garden.”
- @twopeasandpod shares a recipe for a Strawberry Brussels Sprouts Salad described as “shaved Brussels sprouts salad with strawberries, avocado, candied pecans, feta, red onion, and a simple poppyseed dressing.”
- @thecurly_vegan shares a video and a recipe for strawberry oat milk.
- @the.tasty.travelers shares a recipe for strawberry ice cream using the viral Ninji Creami.



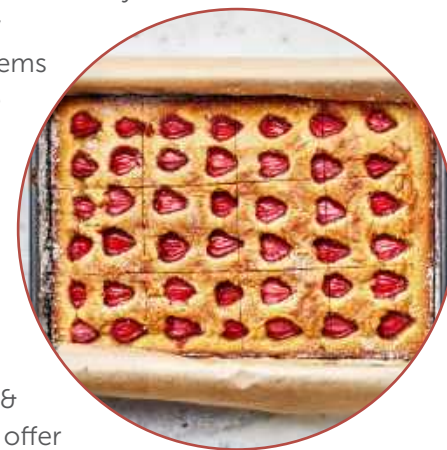
4,220

STRAWBERRY
RECIPES ON
FOODNETWORK.COM

When searching Foodnetwork.com they have 4,220 recipes featuring strawberry. Most of the recipes available are for dessert with classic recipes such as strawberry shortcake, chocolate covered strawberries and strawberry pretzel pie. Taking a more modern twist on a strawberry recipe is one from Jeff Mauro and his recipe for Strawberry & Prosecco Scones with Sparkling Lemon Icing.

43 Strawberry Recipes That Aren't Just Strawberry Shortcake | Bon Appetit

In a Bon Appetit article from April 2023 titled, “43 Strawberry Recipes That Aren't Just Shortcake,” they share their favorite strawberry recipes to prove “the spring gems can do so much more.” In the article, they share strawberry recipes for any time of day and any occasion—from morning smoothies, evening cocktails, and celebration cakes. Unique flavor pairings such as ginger & strawberry in a semifreddo, offer consumers new ways to think about using these delicious farmers market finds.



STRAWBERRY

ON THE MENU 2022

5,014

STRAWBERRY
MENTIONS ON
THE MENU

Source: Mintel Menu Insights

- **6%** growth in strawberry flavored menu items from 2021-2022.
- **Casual dining** is the top restaurant segment with **34%** of strawberry flavored menu items appearing there.
- **Beverage** is the top menu section with **52%** of all strawberry flavored menu items.



MENU MENTIONS:

- FINE DINING: **Strawberry Bloom Margarita** featuring Milagro Silver Tequila, Cointreau, fresh lime juice, **real strawberry puree**, balsamic simple syrup and Thai basil at Roy's in Newport Beach, CA.
- QSR: **Strawberry Puff Latte** featuring marshmallow, **strawberry**, espresso, velvetized milk, and whipped cream at Biggby Coffee in Michigan.
- FINE DINING: **Strawberry Basil Cheesecake** featuring **strawberry basil compote** with mascarpone cheesecake on graham cracker and almond crust at Portland City Grill in Portland, OR.
- CASUAL DINING: Peanut Butter & Jealousy Burger featuring a Black Angus burger topped with creamy peanut butter, **strawberry jam**, Applewood smoked bacon on brioche at Arooga's in Hanover, PA.

Consumer Awareness of Strawberry

Strawberry is a tried-and-true flavor that consumers love. According to Datassential flavor tool, strawberry is in the 100th percentile among all foods & flavors, meaning consumers love strawberry more than 100% of all other items.

- **98%** know it
- **87%** love or like it
- **95%** have tried it



STRAWBERRY

Global New Product Introductions: 2018-2022

20,960

STRAWBERRY FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **Europe** is the top global region for strawberry flavored new product introductions.
- **Dairy** is the top product category globally for strawberry flavored new products.
- **Whipped Cream** is the top flavor paired with strawberry.

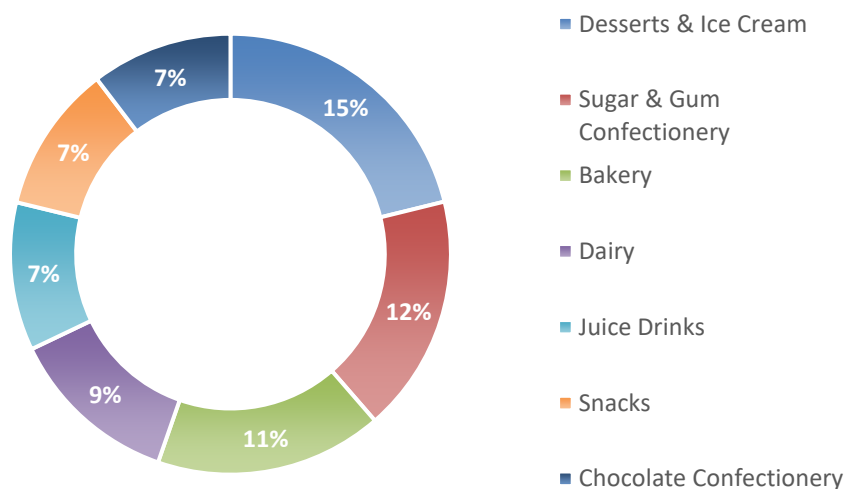


HÄAGEN-DAZS X PIERRE HERMÉ STRAWBERRY & RASPBERRY MACARON ICE-CREAM: Featuring ice cream with strawberry and raspberry and 10% raspberry sauce and little macaron pieces colored with sweet potato and carrot concentrates. | Switzerland



PEDRO FERREIRA COLOR CHANGING GIN: Produced with triple distillation of nine botanicals such as juniper, coriander, orange peel, cardamom, strawberry, raspberry, Clitoria ternatea flower. Described as when served with tonic, its intense blue color changes into pink. | Italy

TOP STRAWBERRY FLAVORED PRODUCT CATEGORIES



RIMI DATE BAR WITH CARROTS & STRAWBERRIES: This product contains no added sugar and contains dates, raisins, sunflower seeds, dried carrots, and dried strawberries. It is high in fiber and contains calcium and Vitamin D. | Lithuania

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North America New Product Introductions: 2018-2022

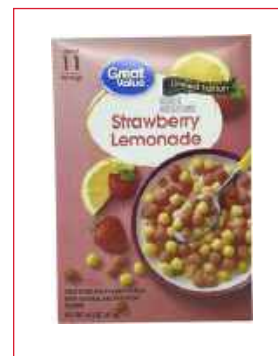
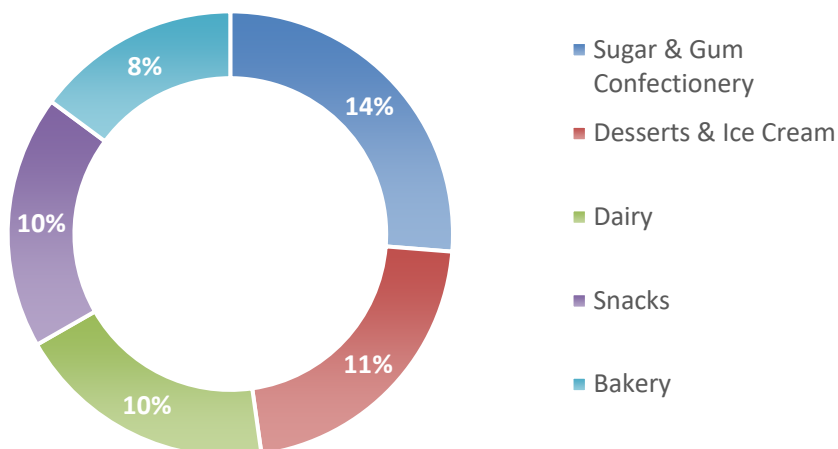
2,044

STRAWBERRY FLAVORED
NEW PRODUCT
INTRODUCTIONS

FAST FACTS:

- **North America** accounts for 10% of strawberry flavored new product introductions.
- **Sugar & Gum Confectionery** is the top product category in North America for strawberry flavored new products.
- **Lemonade** is the top flavor paired with strawberry.

TOP STRAWBERRY FLAVORED PRODUCT CATEGORIES



GREAT VALUE STRAWBERRY

LEMONADE CEREAL: This limited-edition cereal features sweetened multi-grain cereal with natural and artificial flavors. | US



PRIMO STRAWBERRY + ANCHO

PRESERVE: This product is described as Sweet aromatic strawberries are meticulously accented by a spirited blend of premium ancho and habanero chiles.

16% of consumers responded that they likely or definitely would buy this product, significantly underperforming its subcategory. | US



STARBUCKS PINK DRINK STRAWBERRY

AÇAÍ COCONUT MILK BEVERAGE: This product is inspired by a Starbucks Cafe favorite, this pink drink contains creamy coconut milk and fruit juice.

50% of consumers responded that they likely or definitely would buy this product, significantly outperforming its subcategory. | US

THE TAKEAWAYS

As a classic and beloved flavor profile, the opportunities are endless with strawberry—no matter the product. Keep it safe with everyday flavor pairings such as lemonade or banana or take it up a notch and pair strawberry with more novel and unexpected flavors such as peppercorn, spicy peppers, or basil. Strawberry is showing growth in new products and on restaurant menus with casual dining as the key segment with 34% of all strawberry flavored menu items. On the menu, beverage is the top menu section with 52% of all strawberry flavored menu items appearing on the beverage menu. With its sweet and slightly sour flavor profile, strawberry is a favorite among consumers. The question is—is strawberry on your Flavor Radar?



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