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## The Biggest Beverage Flavor Trends

Health and wellness trends are feeding into flavor trends, according to Jennifer Zhou, Senior Director of Product Marketing at food processing company ADM. These health and wellness flavors range from fruit, to floral, to botanical. “Consumers increasingly link what they eat and how they feel, and many of them are drawn to flavors that offer perceptions of a health halo,” explained Zhou.

Botanicals, for example, are perceived as natural by 66% of global consumers, “better-for-me” by 63%, and premium by 43%. As a result of this, florals and herbs are used in cocktails to give it a healthier, better-for-you appeal.

Classic flavors continue to be relevant despite the exploration of daring flavors. Citrus, for example, is the most classic flavor profile and accounts for almost 30% of new product launches, according to Mintel’s Global New Product Database. Product developers are elevating flavored waters, seltzers, and iced teas with flavors like finger lime, a flavor that’s popular in Australia that’s not as common in U.S. beverages. Berry is another flavor that isn’t expected to go out of style anytime soon. New launches feature blackberry, black raspberry, and even elderberry.

Add a health halo to your next beverage! Our all-natural **cranberry juice concentrate** has the rich color, intense flavor, natural nutrition that consumers crave today. All can be precisely mixed and measured, making them the perfect inclusions for personalized offerings or premade options. Talk to our **experts** today for customized solutions!



# Wellness Habits Shift as Economic Concerns Continue

Wellness products saw a dramatic increase at the height of the pandemic as consumers were more aware of their health. During this time, consumers turned to products with immune boosting properties and health benefits. However, as inflation continues to increase, the demand for wellness products has decreased as many consumers no longer consider wellness products worth it.

A report by Evergi, an integrated research platform for wellness products, revealed that this market is shrinking as consumers pinch their pennies. In Q2, 37% of consumers indicated money as their top stressor. As a result, shoppers are changing their spending habits. Evergi's data also shows a steep decline in the plant-based market. This might be due to a decrease in the number of people who follow a strict plant-based diet, consume plant-based alternatives, and purchase high-end products.

However, Evergi did point out some opportunities for food brands that can meet consumers' wellness priorities and budgets. An example is alcohol consumption. Consumers aren't buying as much alcohol, giving food brands the opportunity to explore non-alcoholic beverage categories like electrolyte water. Additionally, interest in "tried and true" functional ingredients like Vitamin D and fish oil continue to rise among consumers.



## Superfruit Spotlight: Cranberries

**Cranberry harvest is here! Although it might not look like it, cranberries are one of the most unique fruits in the world.**

Cranberries are one of only fruits native to North America, and each berry has four internal air chambers, allowing it to float and bounce in the bogs. Our **premium dried cranberries** start with fresh cranberries that are harvested at peak season and flash frozen to preserve their vibrant color, distinct texture, and tart flavor. Don't let its size fool you, these tiny berries are also nutritional powerhouses loaded with the antioxidants and anti-inflammatory benefits that consumers are seeking. Are you looking to add bold color, intense flavor, or a health halo to your **innovations**? Request your cranberry **samples** today!

## Massachusetts has Successful Cranberry Harvest

It's cranberry harvest season and Massachusetts cranberry growers are expecting their fall harvest to be 19% bigger than last year. Despite the drought, most growers were able to irrigate their crops throughout the summer by using the water stored in their irrigation ponds. Conveniently, after the drought, several rainstorms at the end of summer filled up the irrigation ponds just in time for harvest.

One thing that contributed to a successful Massachusetts cranberry harvest season was the perfect balance of drought and rainfall. Too much rainfall makes the berries susceptible to fungus. If there's just enough drought, bogs are drier and the moisture isn't there to produce rot, resulting in better fruit quality.



## Candy Companies to Improve Transparency and Consumer Health

Five years ago, confectionary brands like Mars Wrigley, Lindt, and Ghirardelli made a commitment to Partnership for a Healthier America to improve transparency, portion guidance, and consumer education. Today, the latest progress report reveals that the confectionary brands have met or exceeded their goals.

According to the report, half of individually wrapped products are available in packs containing 200 calories or less. This means that 85% of chocolate and candy is sold in sizes with 200 calories or less per pack. The report also showed that almost 95% of best-selling candy now has front-of-pack calorie labels, up from 53.7% in 2016.

Nancy Roman, President and CEO of Partnership for a Healthier America, said the organization has long recognized the need to promote healthier indulgences. Surprisingly, the added sugar in treats isn't the main issue. "The biggest and more important challenge is portion sizes," explained Roman.

Are you looking for a way to improve health in your [confectionary applications](#)? We can help! Our exceptional [infused dried fruit ingredients](#) are packed with the

nutrients and antioxidants needed to pack a powerful, healthful punch. Our infused dried superfruits pair well with chocolate and other confectionery bases to create irresistible, delicious treats. Request your [samples](#) today!





## What's New At Graceland Fruit: \$1,000 Sign-On Bonus!

Looking for an exceptional place to work? We're looking for exceptional people! We're a dynamic, growth-oriented company dedicated to hiring and promoting a quality workforce. At Graceland Fruit, we offer a number of benefits including:

- 401K match program
- Generous PTO
- Education assistance
- And MORE!

Start your career, [apply](#) today!

# One-Third of Businesses Don't Consider Sustainability a Priority

Despite the 60% of consumers who want businesses to offer more eco-friendly products, one third of businesses have dropped sustainability from their priority list due to rising living costs.

Gousto, a meal-kit company, surveyed over 2,000 adults and 250 business owners in the United Kingdom. The results showed that less than 1 in 5 business owners are focused on maintaining their green efforts as inflation climbs. However, 53% of consumers believe sustainability should still be a top priority for businesses, even in the face of rising inflation.

Additionally, Gousto found that 78% of British consumers are worried about the environmental impact of rising inflation, and half want to make sustainable choices without having to pay a premium price. In an economic reality, 60% of consumers are unable to pay more for sustainable products.

In an effort to accommodate the need for budget-friendly and sustainable options, Gousto recently launched a new Carbon-Cutting Cuisine. These dinners produce 23% less carbon emissions than grocery stores and all recipes in the new cuisine classify as 'Low' or 'Very Low' on the platform's Carbon Intensity Rating scale. "Our purpose has always been to build an amazing product with a positive impact on people and the planet," said Hugh Lewis, Gousto's Head of Sustainability. "The climate crisis needs the full support of every business and we're dedicated to continuously improving our sustainability despite wider macro pressures."



We deliver *delight.*

**Graceland Fruit, Inc.** is a leading producer and global distributor of premium quality dried fruit ingredients for the food industry. Our exceptional product and service performance make it easy for innovative food manufacturers and providers to create delicious, on-trend products to surprise and delight their consumers.

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