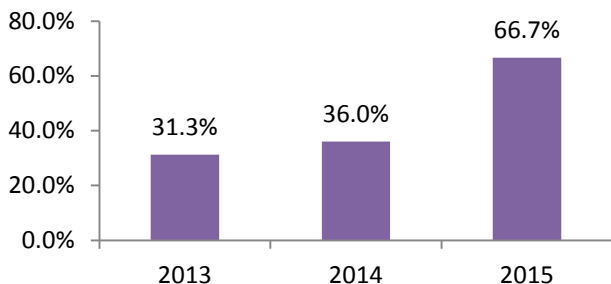


### Fruit Ingredient Activity – Dressing Product Launches

**US dressing launches with fruit & fruit product ingredients, % of \*total dressing launches from Jan. 2013- Jan. 2015**



In January 2015, 66.7% of US dressing launches contain a fruit or fruit product ingredient (the fruit ingredients are mainly from fruit concentrates).

**Top fruit ingredient groups used in dressing launches, USA Jan. 2013- Jan. 2015**

Fruit Ingredient Groups	# of Variants
Fruit concentrates	88
Fruit Juice	48
Fruit Purees, Pulpes, Paste, Nectars, Compotes, Syrups	7
Fruit Peel	3

Out of the US dressing products launched during the reviewed time period, none of them made a claim in the products description to be “made with fruit” or contain a “fruit serving” or have “real fruit.” There may be opportunities to call out these fruit ingredients more predominantly on-pack.



Tru Table Orange Citrus & Black Chia Seed Protein Dressing & Dip is made with orange juice concentrate. Click [here](#) to view on GNPD.



Williams-Sonoma Pomegranate Flavoured Balsamic Vinegar is said to add a fruity twist to the classic condiment. White balsamic is made from the must of Italian grapes and is mixed with the sweet-tart juice of pomegranates. It is a tangy golden balsamic vinegar with fruity and floral aromas, complex flavor and a balanced acidity. Click [here](#) to view on GNPD.



Hilary's Eat Well Apple Fennel Salad Dressing with Dandelion Root is made with organic apple concentrate. Click [here](#) to view on GNPD.



Hidden Valley Farmhouse Originals Mango Chipotle Vinaigrette Dressing is made with mango puree. Click [here](#) to view on GNPD.

\*Fruit Ingredients included in search are fruit concentrate, fruit flakes, fruit granules, fruit juice, fruit peel, fruit puree, fruit paste, fruit nectar, fruit solids and dried fruit\*\*Total snack launches where ingredients are analyzed

## Mintel Quarterly Update

Feb 2015

### % of US dressing launches with fruit & fruit product ingredients, by top fruit flavors, Jan. 2013 – Jan. 2015

Fruit Flavor	2013	Fruit Flavor	2014
Raspberry	27.8%	Raspberry	20.0%
Chili/Chilli Pepper (unspecified) & Lime	11.1%	Apple & Cider	12.0%
Orange & Poppy Seed	5.6%	Pomegranate	12.0%
Lime	5.6%	Lemon & Tahini	4.0%
Raspberry & Walnut	5.6%	Lemon	4.0%
Lemon	5.6%	Citrus & Orange	4.0%
Orange & Sesame (unspecified) & Miso	5.6%	Basil & Lime	4.0%
Coriander/Cilantro & Lime	5.6%	Fig	4.0%
Kiwi & Lime	5.6%	Honey & Pear	4.0%
Onion & Raspberry	5.6%	Citrus & Ginger & Spice/Spicy	4.0%

**Note: YTD 2015**

While six out of the nine products launched in Jan. 2015 do contain a fruit ingredient, zero of those products also contained a fruit flavor.

## Mintel Category Trends – Sauces and Seasonings

### Blurring of condiment flavor lines:

Flavor blurring has been a major focus of innovation in the last 12 months in the table sauces and seasoning market, whereby separate flavour components have been combined together, either from individual condiment lines or from different category lines. Such examples of blurring allows brands to not only form completely new products but also to cost effectively unlock sales growth.



#### Example of Canada dressing blurring condiment flavor lines (inspired by alcoholic beverages):

Brickstone Fine Foods Ice Cider Collection Ice Cider Balsamic Cream is made with Domaine Pinnacle Ice Cider and contains apple juice concentrate. Click [here](#) to view on GNPD.

