

This section of the monthly update focuses on a specific food/drink category, aiming to provide you with an understanding of what's trending across new product introductions. This month's focus is: *Ice cream*

Flavor drives purchase decision

Flavor is the number one purchase driver for ice cream. In fact, 47% of US frozen treat buyers tend to stick to the same flavors when buying ice cream. While consumers' favorite flavors may drive choice, offering innovative flavors can trigger an impulse buy.



Turmeric

Turmeric Ice Cream + Korean Style Honeycomb is a Brooklyn-made ice cream made with farm-fresh, grass-fed dairy and features honeycomb (US)



Curry

Jenis Cocoa Curry Coco Ice Cream is described as "the milkiest chocolate ice cream blended with soft curry and toasted coconut flakes" (US)



Rose and cinnamon

Malai Rose with Cinnamon Roasted Almonds Ice Cream features globally sourced whole ingredients, aromatic spices and unexpected twists on old classics (US)

Milkshake & Fries Ice Cream for the sophisticated palate



The use of salt in sweet categories has gained increased momentum in recent years as brands merge sweet and salty flavors to appeal to more sophisticated palates.

Coolhaus Milkshake & Fries Ice Cream, launched in the US, is described as an artisan and hand-crafted Tahitian vanilla bean ice cream, with shoestring French fries and milk chocolate malt balls. This sweet and salty treat is made with sustainably sourced real ingredients such as real California milk, non-GMO and organic chocolate, organic cane sugar, and cold-pressed vanilla beans.

Breyers offers best of both with its 2 in 1 range

Breyers has taken a slightly different approach in offering new flavor combinations. Breyers 2 in 1 ice cream range is described as "the one with two favorites" and features, as the name suggests, not one but two flavors. "Each topping is in a separate flavor of ice cream, which in turn are combined together."



For more information, please contact
Tree Top at 509-698-1435

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Decadent flavors, high quality ingredients and packaging convey that products are both premium and indulgent

Consumers most frequently associate decadence with frozen treats they consider to be premium – suggesting that the two are somewhat interchangeable. 38% of US frozen treat purchasers would pay more for premium options, and 25% would like to see more indulgent options

That some consumers are willing to pay more for premium options whilst seeing more and indulgent varieties presents an opportunity for retail brands to focus on ultra-premium offerings.



Decadent flavor

Tracey's Bordeaux Cherry Pure Premium Ice Cream is made with real cream and 100% Canadian milk, and retails in a 1.5L pack (Canada)



Rich ingredients

Snoqualmie Organic Cookies n' Cream Organic Craft Ice Cream is a premium product described as a French-style frozen custard with extra cream, lots of eggs and very little air, creating the most rich and velvety treat (US)



Quality packaging

New Orleans Ice Cream Co. White Chocolate Bread Pudding Ice Cream is an ultra-premium ice cream made with chunks of white chocolate bread pudding with notes of custard and bourbon sauce (US)

Artisan, small-batch production enhances premium cues



As interest in premium offerings rise, smaller operators are taking the opportunity to focus on artisan and small batch production methods to enhance quality cues and bring a stamp of authenticity.

Whidbey Island's Peanut Butter Ice Cream Bars Dipped in Chocolate (US) are small-batch ice cream bars, homemade with non-GMO and rBST-free fresh milk and cream sourced from family-owned sustainable farms. The ultra-premium product is also said to be hand-dipped in fine Guittard chocolate.

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Häagen-Dazs introduces premium non-dairy ice cream in Canada



Häagen-Dazs recently introduced its Non-Dairy Collection in Canada. The premium range begins with the core ingredient, coconut cream, and is available in the varieties: Peanut Butter Dark Chocolate, Coconut Caramel, Chocolate Salted Fudge and Peanut Butter Chocolate Fudge tubs.

Häagen-Dazs Non-Dairy Coconut Caramel Dark Chocolate Dessert Bars have a creamy coconut base, blended with irresistible swirls of rich caramel, then dipped and drizzled in dark chocolate for an extraordinary taste experience.

Sour Patch Ice Cream for kids

Confectionery brand Sour Patch has launched Sour Patch Ice Cream in the US. Sour Patch Kids Red, White & Blue Sorbet & Light Ice Cream comprises lemon sorbet and vanilla light ice cream with a redberry swirl and blue Sour Patch Kid bitz.

The ice cream is naturally and artificially flavoured, and contains only 130 calories per serve, which is 1/3 fewer calories and half the fat of full-fat ice cream. It retails in a 1.5-qt. tub.



Peekaboo's hidden vegetable ice cream



Peekaboo Ice Cream recently unveiled in the US, is described as "an indulgent ice cream with hidden veggies that you cannot see or taste but are just as powerful in delivering their healthy benefits".

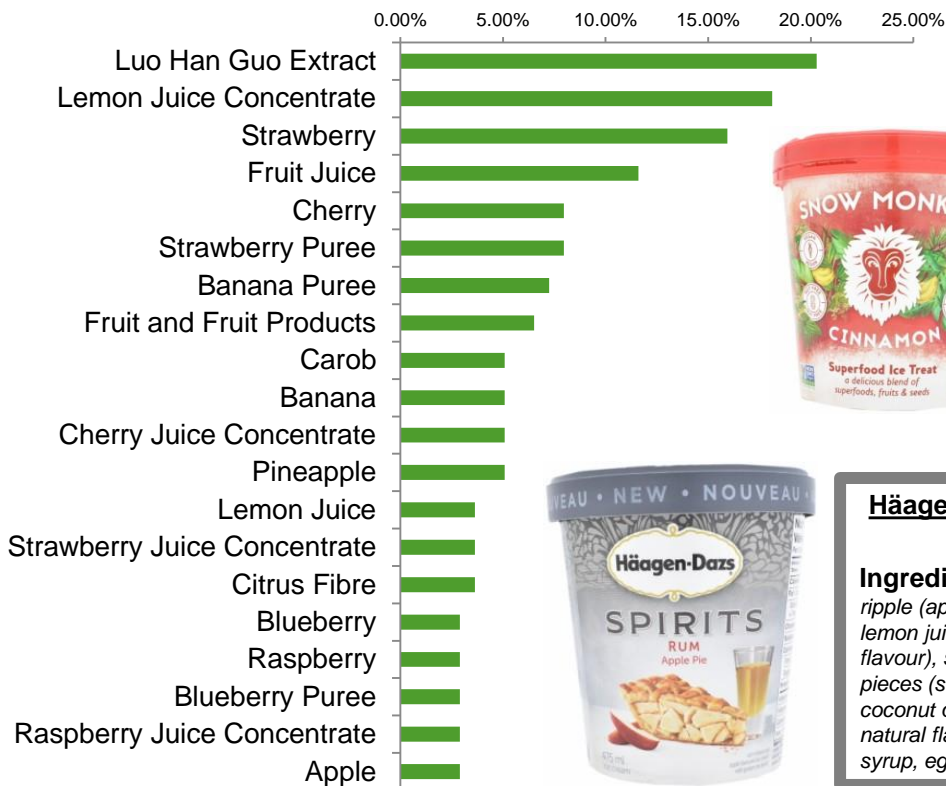
The range retails in the flavours: Chocolate with Hidden Cauliflower, Strawberry with Hidden Carrot, Mint Chip with Hidden Spinach, Vanilla with Hidden Zucchini, and Cotton Candy with Hidden Beets.

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This section of the monthly update keeps you informed on what's happening in fruit, focusing on popular and growing fruit ingredients being seen in *ice cream products* launched in North America.

Most Active & Top Growing Fruit Ingredients

% of North America dairy & non-dairy ice cream products with fruit listed as an ingredient, by 20 most active fruit ingredients, Feb 2018 – Jan 2019



Snow Monkey Cinnamon Superfood Ice Treat

Ingredients on pack:

banana puree, water, apple puree, maple syrup, hemp protein powder, roasted sunflower seeds, cinnamon, acacia tree gum*, guar bean gum**
*organic ingredients



Häagen-Dazs Spirits Rum Apple Pie Ice Cream

Ingredients on pack: *cream, spiced apple ripple (apples, brown sugar, sugar, water, pectin, lemon juice concentrate, cinnamon, cloves, natural flavour), sugar, concentrated skim milk, graham pie pieces (sugar, wheat flour, butter, graham flour, coconut oil, molasses, corn syrup, salt, baking soda, natural flavour), milk protein concentrate, glucose syrup, egg yolks, rum, salt, natural flavour*

Emerging Fruit Ingredients seen in Ice Cream	% change: Feb 2017/Jan 2018 vs Feb 2018/Jan 2019	Total Sample
Banana Puree	675%	4.49%
Strawberry Juice Concentrate	288%	2.45%
Raspberry Juice Concentrate	210%	2.04%
Pineapple	171%	3.67%
Lime Juice Concentrate	133%	1.63%
Lemon Juice	94%	2.86%
Luo Han Guo Extract	81%	16.33%
Cherry Juice Concentrate	81%	4.08%
Pomegranate Juice Concentrate	55%	1.22%
Peach Puree	55%	1.22%

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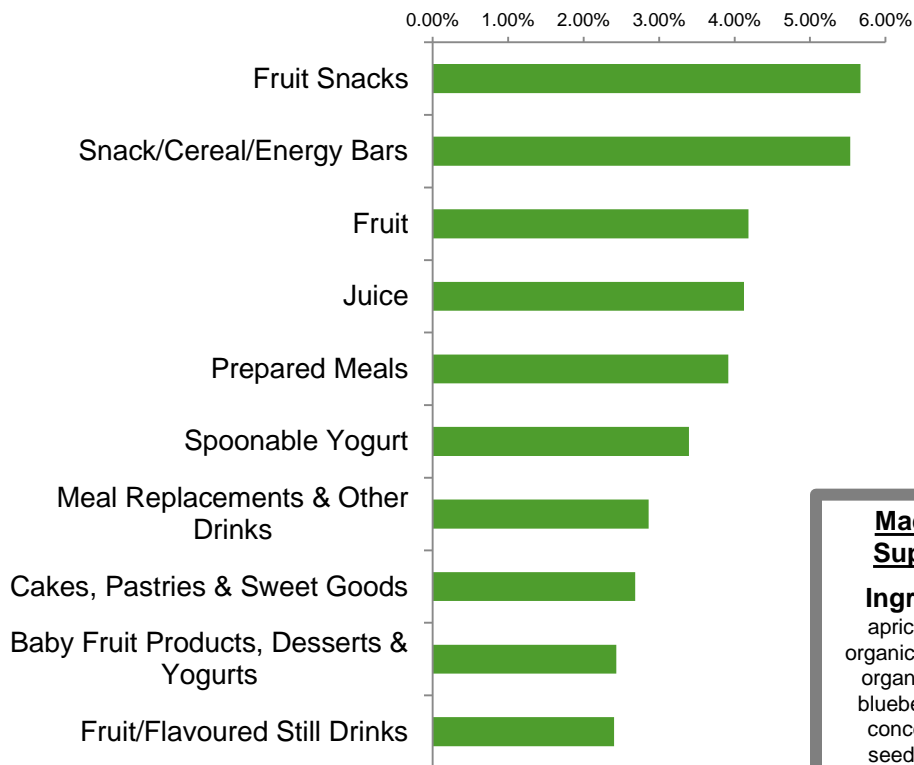
Total sample = 245 results

Source: Mintel Global New Products Database (GNPD)

This section of the monthly update keeps you informed on what's happening in fruit, focusing on popular and growing fruit ingredients being seen in food/drink products launched in North America.

Most Active & Top Growing Categories with Fruit Ingredients

% of North America food & drink products with fruit listed as an ingredient, by 10 most active sub-categories, Feb 2018 – Jan 2019



Made in Nature Organic Fruits & Nut Supersnacks Mixed Berry Date Pops

Ingredients on pack: organic dates, organic apricots, organic cranberries (organic cranberries, organic apple juice concentrate, organic sunflower oil), organic cashews, organic sunflower seeds, organic blueberries (organic blueberries, organic apple juice concentrate, organic sunflower oil), organic pepita seeds, organic cherries, organic coconut, sea salt



Simple Truth Organic Ki-whee Straw Berry Flavored Juice Drink

Ingredients on pack: water, organic apple juice concentrate, ascorbic acid (vitamin C), organic strawberry juice concentrate, citric acid, natural flavors



Comforts for Toddler Apple Fruit Crisps

Ingredients on pack: freeze-dried apples

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Total sample = 13,523 results

Source: Mintel Global New Products Database (GNPD)

This section of the monthly update allows you to see the top ten US *dairy ice cream products with fruit ingredients* based on highest purchase intent scores*. Purchase Intent scores are calculated based on the percent of consumers who responded that they would "likely" or "definitely would" buy these products after the price was revealed.



1

Breyers Oreo Cookies & Cream Ice Cream

73%* Purchase Intent



2

Ben & Jerry's Bob Marley's One Love Banana Ice Cream with Caramel and Graham Cracker Swirls and Fudge Peace Signs

68%* Purchase Intent



3

Ben & Jerry's Chocolate Cherry Garcia Ice Cream

68%* Purchase Intent



4

Coolhaus Campfire S'Mores Ice Cream

63%* Purchase Intent



5

Hill Country Fare Sweet Treats Strawberry Shortcake Vanilla Ice Cream Bars

63%* Purchase Intent



6

Ben & Jerry's Pint Slices Cherry Garcia Ice Cream Bars

62%* Purchase Intent



7

Blue Bunny Neapolitan Ice Cream Sandwiches

60%* Purchase Intent



8

Ben & Jerry's Vermont's Finest Confetti Cake Ice Cream

60%* Purchase Intent



9

Giant Eagle Pineapple Sherbet

60%* Purchase Intent



10

Hand Picked Discovered by Earth Fare Traditional Chocolate Chip Gelato

59%* Purchase Intent

* Average purchase intent score for US *Dairy Ice Cream with Fruit Ingredients* = 40%

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6 Source: Mintel Global New Products Database (GNPD)



This section of the monthly update allows you to see the top ten US *non-dairy ice cream products with fruit ingredients* based on highest purchase intent scores*.

Purchase Intent scores are calculated based on the percent of consumers who responded that they would "likely" or "definitely would" buy these products after the price was revealed.



1

**Ben & Jerry's
Cherry Garcia
Non-Dairy
Frozen
Dessert**

**53%* Purchase
Intent**



2

**Goodpop
Orange N'
Cream Frozen
Pop**

**51%* Purchase
Intent**



3

**365 Everyday
Value Berry
Chantilly Cake
Almondmilk
Non-Dairy
Frozen Dessert**

**45% Purchase
Intent**



4

**So Delicious
Dairy Free
Chocolate
Drizzled
Bananas Foster
Dairy Free
Frozen Dessert**

**41% Purchase
Intent**



5

**So Delicious
Dairy Free
Coconut Milk
Butter Pecan
Non-Dairy
Frozen Dessert**

**40% Purchase
Intent**



6

**Open Nature
Banana Walnut
Fudge Non-
Dairy Frozen
Dessert**

**40% Purchase
Intent**



7

**Snow Monkey
Cacao
Superfood Ice
Treat**

**39% Purchase
Intent**



8

**365 Everyday
Value Cherry
Bourbon
Almondmilk Non-
Dairy Frozen
Dessert**

36% Purchase Intent



9

**Wink Frozen
Desserts
Choco Mint
Frozen
Dessert**

**35% Purchase
Intent**



10

**Snow Monkey
Goji Berry
Superfood Ice
Treat**

**35% Purchase
Intent**

* Average purchase intent score for US *Non-dairy Ice Cream with Fruit Ingredients* = 33%

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7 Source: Mintel Global New Products Database (GNPD)

