

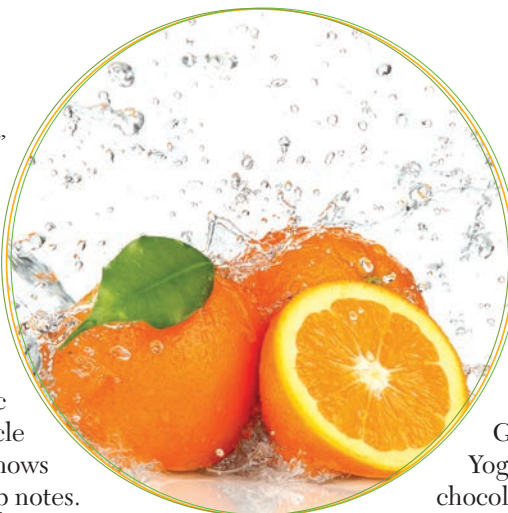
# Forward Thinking: Citrus in the Limelight

Citrus' refreshing effervescence is still appealing to palettes.

Amy Marks-McGee, Trendincite LLC; amy@trendincite.com; 1-888-561-1229



“**F**orward Thinking: It's Citrus” which appeared in the March 2011 issue of *Perfumer & Flavorist* magazine, explored citrus flavor and fragrance trends. Two years later, consumers still favor tried-and-true lemon, lime and orange flavors. Also, grapefruit is the emerging *en vogue* citrus ingredient. Nonalcoholic and alcoholic beverages remain a popular delivery vehicle for citrus flavors, while fine fragrance shows activity in the use of bouqueted citrus top notes.



## Ongoing Orange

Orange juice and orange-flavored beverages continue to be staples among U.S. consumers. According to IBISWorld, orange juice is the No. 1 juice flavor and comprises about 49.7% of the juice market. Beverage Industry's *2012 New Product Development Survey*, published in August, revealed that three of the top 10 flavors used by beverage formulators in 2011 were orange, lemon and lime. In fact, these three citrus remain in the top 10 most-used flavors in 2012 and beverage formulators ranked lemon No. 3, orange No. 8 and lime No. 9. Lime grew in popularity and moved up 12 spots from No. 21.

Notably, 2012 was a solid year for orange introductions, which included *Trop50 Red Orange* that blends traditional oranges and Italian blood oranges, and GoodBelly *Tropical Orange* probiotic juice, for example. Taco Bell added to its breakfast menu *Mtn Dew A.M.* drink, which mixes Mountain Dew soda and Tropicana orange juice. In carbonated beverages, V8 V-Fusion Sparkling fruit juices introduced three flavors, two of which are citrus blends: *Tangerine Raspberry* and *Strawberry Lemonade*. Additionally, *Orange, Jasmine & Nutmeg* has joined Joia All Natural Soda's flavor line up.

Alcoholic brands have also been actively innovating orange into their ingredient mix. In 2012, Smirnoff Signature debuted *Screwdriver*, a premium pre-mixed cocktail that blends orange juice with vodka, and OM Cocktails introduced *Cranberry & Blood Orange*, a (USDA) certified organic 30-proof vodka cocktail. Italian import Punzoné vodka launched in the U.S. in two flavors: *Punzoné Originale*, formulated with vodka, red sangria and blood orange; and *Punzoné Lemoncino* with vodka, white sangria and lemon. Coastal Wine Brands unveiled *Charonge*, a fruit-flavored white wine made with natural orange flavor.

Orange also can be seen in other on-trend categories including yogurt, snack bars and candy. Chobani Greek Yogurt's recent introductions include *Blood Orange* and *Bite Fig with Orange Zest*. In addition, orange appears on the menu at Chobani's retail shop in the Soho neighborhood of New York City. The shop features fresh, cold, not frozen Greek yogurt, and its *Pistachio + Chocolate* Yogurt Creation is made with decadent dark chocolate, clover honey, Turkish pistachios, fresh orange and fresh mint. Balance Bar has launched

nimble Bar in *Yogurt Orange Swirl*, which is an energy, beauty and nutrition bar formulated with Truvia sweetener, FloraGLO lutein, and beta-carotene for the skin as well as seven critical nutrients for the body. Torie & Howard organic hard candies founded by Howard Slatkin (brother of Harry Slatkin of Slatkin & Co.) and Torie Burke launched a line of all-natural, kosher-certified and preservative-free hard candies. The line features four flavors and two are citrus blends: *blood orange & honey* and *pink grapefruit & tupelo honey*.

## Lively Lemons and Limes

Beverage manufacturers continue to launch new products with lemon and lime flavors. Arizona Beverages has added *Lemon Fizz*, a sparkling lemon soda, and Jack Nicklaus Golden Bear *Mint Lemonade* to its lineup. KeVita launched KeVita Sparkling Probiotic Drink Daily Cleanse in *Lemon Cayenne* in Whole Foods Market stores nationwide, and Celestial Seasoning introduced *Sleepytime Snooz Lemon Ginger Natural Sleep Aid*, a shot made with valerian, melatonin, chamomile and lemon balm. Solixir, Solixir the all-natural sparkling beverage line, has rebranded and added a fourth formula, *Think*, a citrus-flavored beverage.

To grow its range, Red Bull has rolled out the Editions line in *Red* (cranberry), *Silver* (lime) and *Blue* (blueberry) editions sold at 7-Eleven stores; and Zevia *Lime Cola* has joined the Zevia soda range, which is sweetened with stevia and has zero calories. SlimRock released Low Calorie Bar Mixers in 15 flavors, five of which are citrus: *Cucumber Ginger Citrus*, *Cucumber Tangerine*, *Key Lime Margarita*, *Key Lime Martini*, and *Lemon Drop*. Not to mention, Anheuser-Busch has expanded its Bud Light Lime range with *Lime-A-Rita*, which blends Margarita flavor with Bud Light Lime beer.

Lime is also trickling into chocolate. Belgian chocolatier New Tree offers *Lime Granola Milk Chocolate Bar* created with 50% cacao, granola, lime flavor, and green tea extract while Chocolat Moderne's *Lime Moderne Bar* is infused with lime essential oil and won the 2012 Sofi Award for outstanding chocolate.

## Growing Grapefruit

February is National Grapefruit Month and according to the Florida Department of Citrus, the organization has seen grapefruit growing in popularity. In addition to orange juice, GoodBelly has added *Pink Grapefruit* probiotic juice to its line. Guayaki Sparkling Yerba Mate launched in 2012, and *Grapefruit Ginger* is one of the company's three flavors—the line won the BevNET's award for the Best Carbonated Beverage of 2012. Reed's, known for its Ginger Brew, introduced Culture Club—Kombucha in four flavors including *Hibiscus Ginger Grapefruit* and *Lemon Ginger Raspberry*.

Pinkberry's new flavor of 2013 is *grapefruit*, and the company has offered toppings of hand-cut grapefruit pieces, caramelized almonds and a grapefruit-basil purée under a recent promotion. Similarly, Yogurtland released *guava grapefruit* sorbet, which according to the company contains a full day's supply of vitamin C in an eight-ounce serving.

In addition to grapefruit emerging as a popular flavor in beverages and frozen desserts, it's appearing as a choice ingredient on cocktail menus. Scarlet, the new bar in the N9NE Steakhouse at the Palms, Las Vegas, serves the *Alive & Well* cocktail crafted with Platino rum, lime sour, grapefruit sorbet, and maraschino mist while Trick Dog features a Pantone color inspired menu and offers the *Baby Turtle* cocktail, which is made with Ocho tequila, Campari, grapefruit, cinnamon, lime, and egg white. Local 188 bar in Portland, Maine, features a variety of unique cocktails that highlight grapefruit such as *The Caricature* with fresh grapefruit juice, Cold River gin, Campari, Cointreau and sweet vermouth; *The Mansfield Daiquiri* with cantaloupe-infused rum, maraschino, fresh grapefruit juice, lime juice and simple syrup; and *Ruby Honey Jam* with grapefruit rosemary-infused gin, fresh lime juice, St. Germain, honey and simple syrup. Whiskey Soda Lounge in Oregon serves *Hunny* crafted from fresh squeezed grapefruit juice with lime, Som honey drinking vinegar and tequila.

Grapefruit is slowly entering into the personal care arena. The Yes To brand has added *grapefruit* to its skin care line, which is touted to have brightening benefits. *Good Housekeeping* awarded this variant the Best New Beauty Products For 2013—Beauty Editor's Top Picks. In addition, the Body

Shop now offers a new *Pink Grapefruit* body mist as well as a *Spa Fit* range with lemon and grapefruit essential oils.

## Citrus Bouquets

Using bouqueted citrus accords in top notes has become popular in recent fine fragrance introductions. Alice & Peter is a new line from Gerald Ghislain inspired by cupcakes. The *Bloody Orange* scent is classified as a 'bubbly gourmand' with top notes of orange, lemon, grapefruit, and bergamot, which lead to carrot, cyclamen, lotus, jasmine, cumin, saffron, and cinnamon heart notes. The base is comprised of amber, cedar, patchouli, leather, vanilla, caramel and white musk. Kiehl's Aromatic Blends Pure Scents from Around the World *Nashi Blossom & Pink Grapefruit* uses "Brazilian-born Pink Grapefruit, which heightens the sensory

experience with a rich sweet scent, imbued with hints of tropical Mandarin Orange” while Canadian brand *The 7 Virtues—Middle East Peace* scent blends Sweetie grapefruit oil of Israel with the lime and basil oils of Iran. *Undergreen Gold*, exclusively sold at Harvey Nichols in England, highlights top notes of lime, lemon-grass, grapefruit, and orange blossom. Victoria’s Secret released two perfumes, which showcase citrus top notes. Victoria’s Secret *Angel Gold* has prickly pear, kumquat, pomelo blossom, red berry sorbet, orange crème, and sparkling bergamot top notes and *Seduction Dark Orchid* includes crème de cassis, blood orange, crushed plum, pineapple blossom, bergamot and yuzu zest.

The crispness of cucumber complements the zesty, freshness of citrus and the combination is beginning to appear in several categories. *Earl Grey & Cucumber Cologne* is Jo Malone’s newest addition, which is described as “A British tradition ... afternoon tea; a fragrance with a burst of bergamot, distinct to Earl Grey, and the cool succulence of crunchy cucumber.” In skin care, Pond’s *Morning Refresh with Citrus & Cucumber Wet Cleansing Towelettes* launched last year and won Allure’s Best Facial Cleanser Beauty 2012 award.

In personal care, Caswell-Massey launched *Coriander & Mandarin* with yuzu extract as part of its botanicals collection while Thymes introduced *Lemon Geranium* in its Garden Alchemy collection; both brands feature seven stock-keeping units (SKUs).

### **Beyond Orange, Lemon and Lime**

Consumer goods manufacturers, chefs and mixologists are experimenting with citrus and moving into more ethereal concepts beyond traditional orange, lemon and lime. For example, Pernod Ricard recently released Oddka by Wyborowa vodka in unusual flavors such as *Wasabi*, *Electricity* and *Fresh Cut Grass*, which is described as “crisp, citrusy, sweet and refreshing.” The bar menu at Taste restaurant in St. Louis, Missouri, is divided into descriptive flavor categories to introduce patrons to new flavors and “get people to lose the perception of what they think they don’t like.” The “Tart, Bright, Citrus” category offers cocktails such as *Seventeenth Ward* crafted with Wild Turkey 101 bourbon, lemon, orange, grapefruit, orgeat, maraschino and angostura bitters; *Far And Away* contains Fiji apple-infused Hendrick’s Gin, Cocchi Americano, lemon, smoked rosemary and Don’s spice. “Tart, Spiced, Savory,” “Crisp, Light, Aromatic,” “Full, Dark, Robust,” and “Full, Dark, Rich” are Taste’s other unique and interesting flavor categories. According to the “2012 StarChefs.com Trends Report: Beverage Culture,” “Acid Beyond Citrus” is an emerging trend. Mixologists are searching for ways to incorporate acid into cocktails beyond lemon and lime, “to balance cocktails and go for high tart-factor flavor profiles.” Acid phosphate is the up-and-coming mixologists’ ingredient reintroduced by Darcy O’Neil, who describes it as, “neutrally tart, the blank slate of sour.”

Citrus flavors and fragrances continue to be well-received across categories. Because of citrus’ refreshing, zesty and effervescent properties and its continued market appeal, it will remain a staple in perfumers’ and flavorists’ palettes. However, more complex and sophisticated citruses will emerge and create opportunities for flavor and fragrance suppliers.

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