

FLAVOR & THE MENU

FLAVOR TRENDS, STRATEGIES & SOLUTIONS FOR MENU DEVELOPMENT

Top 10 Trends 2015

TOP

10

2015

TRENDS

INFLUENCING FLAVOR AND MENU DEVELOPMENT

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Maple's Moment

Maple at the Bar

"Maple is certainly showing up in more beverages," says beverage consultant David Commer. "There are maple-flavored spirits, but we're also seeing it as an alternative sweetener. Maple is the new honey."

Not only does maple help cue ties to premium and all-natural, it also gives cocktails nuanced sweetness and a warming flavor. It acts as a perfect counterpoint to bitter, smoky and sharp notes. Here's a list of recent sightings:

» **MAPLE-GRAPEFRUIT TWIST:** A non-alcoholic drink made with New Hampshire maple syrup, fresh grapefruit juice and ginger
Your Average Joe's

» **SMOKED MAPLE SYRUP OLD FASHIONED:** Smoked Four Roses rye, smoked maple syrup, tura bitters
h, Miami

» **MAPLE-FACED:** Two-Faced maple syrup, lemon, e Aromatic Bitters
ity Distillery, Detroit

» **MAPLE-BREAKER:** Breaker Bourbon, dy, lemon, maple, e ras el hanout
ds, Los Angeles

» **MAPLE COLLINS:** Lemon juice, smoked p, soda water
od, Brooklyn, N.Y.



A natural fit with cocktails, maple brings balance and warmth. At Wallflower in New York City, the New Fashioned features maple syrup alongside Rittenhouse Rye 100, Punt e Mes, Peychaud's and peach bitters.

beverages. Smoked maple syrup and flavored varieties like Beast Feast's habanero and ghost-pepper maple syrup are opening up unique flavor opportunities. In Portland, Maine, newly opened Vena's Fizz House uses the habanero syrup to give its hot chocolate a signature kick.

"Maple has traceability, a long-standing story and is well trusted and understood as a flavorful ingredient," says chef-consultant Rob Corliss. "Consumers resonate with these three traits, and as the casualization of dining increases, authenticity and comfort shall too increase. Maple hits on both of these messages, which makes it a value SKU for operators."

Flavor of the Tree

"It has a wild delicacy of flavor that no other sweet can match. What you smell in freshly cut maple-wood, or taste in the blossom of the tree, is in it. It is then, indeed, the distilled essence of the tree." American essayist John Burroughs said that of maple back in 1886, and it is

Maple is the sweet component of choice in sweet-and-savory, sweet-and-spicy, sweet-and-sour and sweet-and-boozy trends. The maple beverage boom includes maple water, maple brew, switchel and an unbelievable array of maple-infused cocktails.

ROBIN SCHEMPP



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