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## The Future of Indulgence

Chocolate manufacturer Barry Callebaut explores how consumers' changing attitudes towards life are changing the way they indulge.

Consumer research from Barry Callebaut identified two attitudes toward life: Celebrating Life and Living Consciously. Previously, these attitudes were experienced at separate times but Barry Callebaut sees these two attitudes merging. The chocolate manufacturer found that there's a growing need for Living a Symbiotic Life, a result of three types of indulgences that coexist.

**Celebrate Life With Intense Indulgences:** After the pandemic, 32% of consumers indulged more compared to a year ago. The other 64% of consumers indicated that they need to find more excitement. This suggests that indulgences should be a feast both for eyes and taste buds.

When consumers want to celebrate or indulge, 75% choose something with chocolate.

**Living Consciously With Healthy Indulgences:** Half of consumers have been taking their health more seriously and opting for healthier food options. Consumers with this attitude actively seek sensible indulgences which taste good and benefit their health. In their survey, consumers indicated that they'd love a healthy-boosted chocolate. portion-controlled snacks that allow for limited indulgence.

**Living a Symbiotic Life with Mindful Indulgences:** This is the happy medium between Celebrating Life and Living Consciously. With this attitude, consumers want the ability to indulge without compromising their wellbeing. Consumers in this mindset seek out products that are both good for them and the planet.



Are you looking to make your **confectionary** applications a bit more healthful? Our exceptional **infused dried fruit ingredients** can help add a few functional benefits! Our infused dried superfruits deliver intense flavor, unique texture, exceptional taste, and natural nutrition. Our ingredients are loaded with antioxidants, vitamins, and minerals that support a number of health benefits including supporting heart health, better sleep, and cognitive health. Ready to elevate your products? Contact our **experts** today for customized solutions!

## How Often Are Consumers Reading Labels?

In a panel discussion at IFT FIRST at the McCormick Place in Chicago, Robert Lilienfeld, executive director at Sustainable Packaging Research Information and Networking Group, explained that as few as 5% of consumers read labels. From this data, it's suggested that food companies shouldn't rely on labeling to communicate to consumers.

During a session, titled "What role does labeling play in educating consumers," Lilienfeld cited data that was gathered for The Procter & Gamble Co., which showed that 95% of consumers said it was important to have information on the labels. However, only 5% actually used that information. "If you rely on labels on your package to communicate with consumers, keep in mind that the odds are only 5% to 10% of consumers are actually reading the label," Lilienfeld explained. In 2019 a study published by the International Food Information Council Foundation and the American Heart Association showed that 59% of consumers said that they read food labels before buying it for the first time.



## Superfruit Spotlight: Cultivated Blueberries

July is National Blueberry Month, making it the perfect time to highlight our exceptional **infused dried cultivated blueberries!**

Our infused dried cultivated blueberries are on-trend, crazy-popular, remarkably versatile, and intensely flavorful. Whether it's a **baked good, trail mix, or nutrition bar**, our infused dried cultivated blueberries add vibrant color, distinct texture, and exceptional flavor. Additionally, our deeply hued superfruits are loaded with antioxidants that help strengthen immunity, promote cardiovascular health, and support cognitive health. Are you looking to elevate your innovations? Look no further than our infused dried cultivated blueberries! Order your **sample** today!

# Consumers are Seeking Sustainability and Organic Claims

An organic label might not be enough to convince consumers to buy a product. A recent survey from The Hartman Group revealed that 79% of consumers somewhat or completely agreed that organic certification should have more stringent animal welfare requirements.

Another 78% somewhat or completely agreed that organic certification should have more stringent requirements about better conditions for workers. The Hartman Group data also showed that 83% of consumers use organic products occasionally while 34% use them weekly. The top reasons consumers bought organic products include higher quality (35%), to avoid products that rely on pesticides (34%), and because they perceived them as safer (37%).



## What's the Difference Between Sweet and Tart Cherries?

**Cherries are a fan favorite during summer. Famous for their color, sweetness, and versatility, cherries can be found in a number of dishes including pies, beverages, and desserts. There are over a hundred different cultivars of cherries with different properties, which can make picking the perfect cherry for your application a little intimidating.**

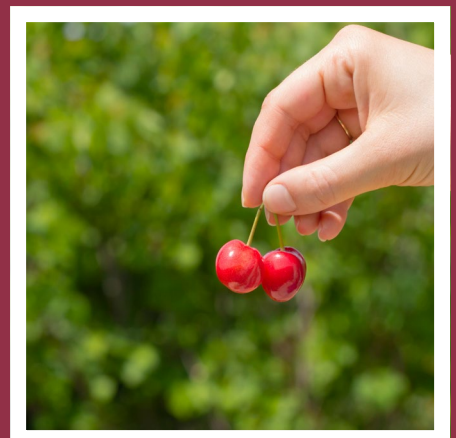
Most sweet cherries grown in the U.S. come from the west, according

to the Agricultural Resource Marketing Center. Washington, California, and Oregon are major producers of sweet cherries for a combined 265,820 tons in 2020. Sweet cherries are best eaten fresh or in fruit salads because of their high sugar content. In the U.S 75-80% of sweet cherries are eaten fresh while 20-25% are processed by freezing, juicing, or canning.

Tart cherries are primarily produced in Michigan, New York, Utah, Washington, and Wisconsin, according to the USDA. The most popular tart cherry is the Montmorency. Montmorency cherries are smaller and turn bright red when ripe. Most Montmorency cherries are preserved as frozen, dried, or juiced as they are sour if eaten fresh.

Are you looking to add bold flavor, vibrant color, or natural nutrition

to your newest innovations? Our signature **infused dried cherries** wakes up the palate and pairs exceptionally with sweet and savory **applications**. Additionally, these versatile wonders are loaded with antioxidants and bioactive compounds that help with post-workout recovery, support heart health, and promote better sleep.





## What's New At Graceland Fruit

The sales & marketing team just returned from attending the annual IFT FIRST trade show at the McCormick Place in Chicago! IFT FIRST stands for Food Improved by Research, Science and Technology and is the world's leading food technology event and the biggest business-to-business food expo. It was a great opportunity to meet with food professionals, discover the latest global trends, see the newest innovations, and experience the cutting-edge technologies that are transforming the food industry.

# QR Codes Could Reduce Dairy Waste

**Research from Cornell University suggests that consumers will use QR codes instead of the 'Use-by' date to see how long milk is drinkable. Researchers are hopeful that this development will help reduce dairy waste.**

Dairy products are one of the top three most wasted food groups in the country. Around 19% of all dairy products purchased by American households are wasted. Cornell doctoral student in food science, Samantha Lau, explored ways to bring this number down. In her study, consumers were presented with purchasing milk with printed best-by dates or milk cartons with QR codes that, when scanned by a phone, would display the best-by date. The results showed that over 60% of consumers purchased milk with the QR code. This result suggests that using QR codes on other food products could be an innovative way to reduce food waste

Between consumers throwing away milk and retailers disposing milk past the best-by date, fluid milk is responsible for 65% of dairy waste. When dates are printed on the cartons, consumers buy the milk with the longest shelf life, which leaves drinkable milk on the shelves. When that drinkable milk is past its best-by date, retailers are forced to dispose of it. QR codes can potentially reduce dairy waste by accurately informing consumers of best-by dates which would decrease the number of cartons retailers dispose of.



*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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