

Summer trendwatch: Jackfruit, 'naturally essenced' water and snack pairing

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Forget hot dogs and soda, this summer's staples will be barbecued jackfruit, naturally 'essenced' water and snacks that 'perfectly pair' with alcoholic drinks, according to market research analysts at Mintel.

The public backlash against sugar is converging with the trend for natural ingredients to create a new generation of beverages that are a far-cry from aspartame-sweetened cola.

"This desire for unsweetened options is driving this trend toward more and more creative sparkling waters, along with consumer demand for more

exotic flavours and unusual ingredients," writes associate director of food and drink Jenny Zegler in Mintel's report on 2018 summer food and drink trends.

According to Zegler, *"boldly flavoured"* sparkling waters that go beyond cucumber or lemon are ones to watch. She cited US brand LaCroix, which stands out because of its *"naturally and creatively flavoured"* sparkling water.

Describing its beverages as *"naturally essenced"*, LaCroix uses natural essential oils derived from the named fruit to give a natural flavour without the use of sugar or sweeteners. Its Curate range includes combination flavours such as cucumber and blackberry or cherry and lime.

In Europe, meanwhile, French brand's Smart Chimp's Spirulina Antioxidant Water contains fresh micro-algae spirulina that gives a blue colour and no sugars.



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