

May 7<sup>th</sup>



# COVID-19

## IMPACTS & OPPORTUNITIES

### WEEKLY NEWS



foodarom.com

# Nostalgia taste: The new opportunity



## NOSTALGIA TASTE

Nostalgia traditionally emerges during troubled times. In these uncertain COVID-19 times, consumers are looking to find and feel comforting emotions. They are looking for moments and memories that give them joy, security and pleasure. They look to their memories as a refuge where they can feel good.

**This is an excellent opportunity for brands to launch new flavors** that will allow consumers to immerse themselves in the safety of their own memories.

According to a Mintel survey a high proportion of North American and European consumers agreed that they enjoyed things that reminded them of their past.

**Nostalgic flavors** instantly take consumers back to their happy childhood times and revive tasty memories. Comforting memories of roasted marshmallow, Grandma's creamy hot chocolate or buttered cookies tempt consumers to try and buy more new products.

Sources: Mintel & Foodarom



## NOSTALGIC COMFORTING FLAVORS TO MAKE YOUR PRODUCT UNFORGETTABLE:

**Cookie n' Cream**

**Cookie dough**

**Butter Cookie**

**Birthday Cake**

**Brownie Batter**

**Peanut Butter  
Chocolate cup**

**S'mores**

**Strawberry  
Shortcake**

**Grandma's  
Apple pie**

**Cotton Candy**

**Magic  
Marshmallows**

**Cinnamon Bun**

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