



Fermented Beet Juice:

On-Trend Flavors and Health Benefits that Appeal to Consumers Across Generations

From kimchi and kefir to kombucha and sauerkraut, fermented foods and beverages are entering the consumer conversation via menus and packaged products. As consumers' tastes expand in an increasingly globalized world, many people are experimenting with fermented foods and drinks both to satiate their desire for unique taste experiences and to align with their increased focus on healthy lifestyles.

For brands looking to tap into these trends, fermented beet juice addresses the increasing consumer interest in fermented flavors.

Seeing Sugar Out

As fermented flavors stake their claim in finished foods and beverages, they are part of the greater movement to usher out high sugar content products. Data from the US Department of Agriculture ([USDA](#))

show that overall sugar consumption has declined for three consecutive years, continuing a trend that has lasted nearly two decades. In response to rising obesity rates, some US cities have even enacted taxes on sugary foods and beverages.

For brands looking to maintain or improve the sensory appeal of their applications without relying on sugar, fermented beet juice provides a great flavor with fewer calories than regular juice.

FFP uses a lactic acid fermentation process that lowers the sugar content in beet juice by 10 to 20 percent. The result is a clean label ingredient with light sweetness and several attractive health benefits.

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Heart Healthiness

Studies have shown beet juice to have heart-healthy properties. Beet juice is rich in nitrates, which are metabolized into nitric oxide in the body. Nitric oxide is well established in medical literature to dilate blood vessels, lower blood pressure, and improve overall blood flow.

The American Heart Association (AHA) warns that high blood pressure (hypertension) significantly increases risk for stroke and heart disease; thus, the AHA recommends that hypertensive and prehypertensive adults lower their blood pressure. Clinical data show that reduced sugar intake is associated with decreased risk for cardiovascular disease and mitigates weight gain and obesity.

Fermenting beet juice preserves the vegetable's beneficial nitrates while imparting unique and pleasing flavors. By marketing products derived from beet juice, CPG brands can attract prevention-minded consumers with heart health references on packaging. And by formulating with fermented beet juice, food and beverage brands can also appeal to an ongoing macrotrend toward lowering overall sugar intake among US consumers.



Sustaining Stamina

Beyond contributing to heart health and reducing sugar intake, fermented beet juice offers several other appealing health benefits.

Studies show that beet juice may improve respiratory function, which helps athletes boost their training and performance. Furthermore, fermented beet juice is rich in betalain pigments, which are powerful antioxidants with anti-inflammatory properties.

Today's consumers turn to nutrition and diet not only to live longer but also to live better. They want the items they consume to contribute to a long, high quality life. Fermented beet juice is an opportunity for food and beverage brands to enhance on-label benefits and attract these health-conscious consumers and athletes.



Opportunities in Foodservice

In addition to CPG brands, foodservice operators can take advantage of current flavor and health trends by applying fermented beet juice to their menu items.

The National Restaurant Association's What's Hot 2019 Culinary Forecast names "Veggie-centric/vegetable-forward cuisine" and "Natural ingredients/clean menus" as top trends in culinary concepts. This trend, when paired with the insight that the word "fermented" has appeared on significantly more restaurant menus over the past few years, presents a compelling opportunity for fermented beet juice.

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As this trend becomes entrenched in the modern consumer palate, chefs and foodservice operators may make the most of it by adding the complex, appetizing taste of fermented beet juice to their arsenal of trendy fermented flavors.

Fermented Flavors and Taste Experiences

A wide range of foods and beverages can be formulated with fermented beet juice to give them memorable, acidic notes that appeal to consumers' ever-expanding flavor preferences. Though long established in Eastern European, African, and Asian cuisines, fermented flavors have only recently captured American consumers' taste interest. And while there appears to be widespread interest in fermented foods and beverages, this trend toward global flavors is driven mainly by adults under 40 years old.

Younger generations are more open than older consumers to experimenting with different flavors. In a study by GlobalData, 79 percent of Millennials and 78 percent of Gen Xers "enjoy experimenting with products from different countries/ cultures." Only 70 percent of Boomers felt similarly. GlobalData analysts posit that younger generations are more curious when it comes to flavors and more willing to try something that may be surprising or different.



Fermented beet juice retains the crisp, acidic notes, deep color, and refreshing mouthfeel commonly associated with beets while reducing its overall sugar content. It adds vibrant color to foods and beverages without adding artificial color. This is an ideal solution for brands that wish to add an attractive and memorable color to a formulation while keeping sugars low and labels clean.

For over six decades, Florida Food Products has been an innovator in on-trend fruit- and vegetable-based ingredients. Their carefully designed lactic acid fermentation process produces a

This has important implications for food and beverage brands. Whereas older consumers may have particular functional needs that are addressed by the health properties in beets, younger consumers do not necessarily have these concerns. They are, however, curious about the world and seek novel ways to express their identities, and they do this through their choices at grocery stores and on menus.

As the fermented foods trend gains momentum, brands increasingly appeal to consumers with an adventurous attitude toward flavors. Recent consumer research from Innova Market Insights points out a trend among food and beverage brands to market to consumers who are "moving out of their comfort zones to explore bolder flavors and multisensory food experiences." With this new emphasis among CPG brands to create compelling sensory experiences, fermented beet juice offers many relevant attributes to attract adventurous flavorseekers.



lactic acid fermentation process produces a delicious fermented beet juice concentrate that is low in sugar and high in distinctive, sought-after flavors. Since the process does not affect the product's nitrate content, fermented beet juice concentrate from Florida Food Products adds heart- and stamina friendly properties to a wide range of food and beverage applications.

Visit the FFP website to learn more about what makes fermented beet juice an optimal clean label solution for food and beverage brands marketing to health-conscious consumers of all ages.

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