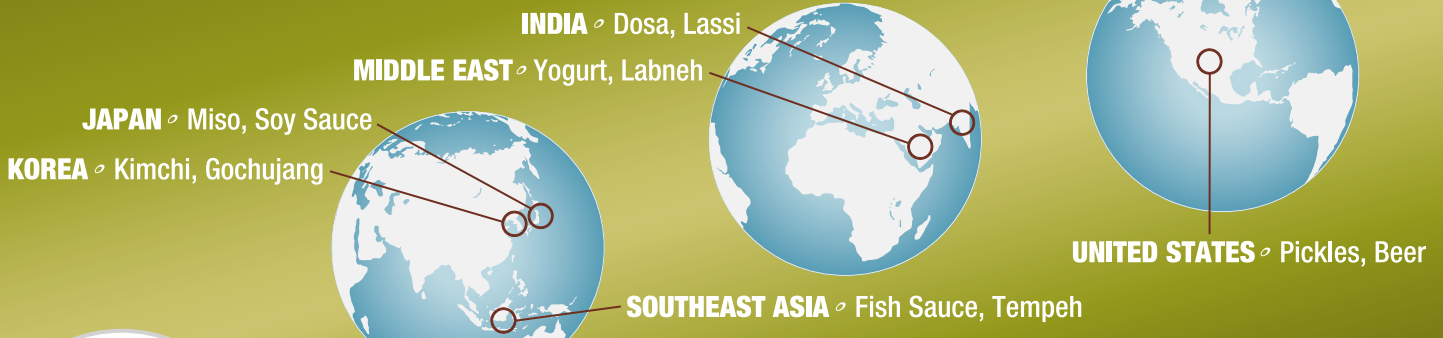


Fermented FLAVORS 101

The popularity of TRADITIONAL FERMENTED FOODS and beverages like kimchi, yogurt, sauerkraut, kombucha, fish sauce, pickles, and miso represents an on-trend route to flavor for adventurous chefs and consumers.

Around the World with Fermentation



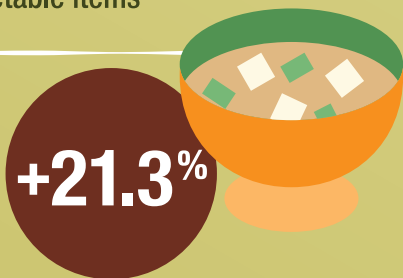
KIMCHI is on 5.5% of US menus, representing one-year growth of 14.5% and a four-year increase of 59.4%; it has crossover appeal for entrées, burgers/sandwiches, and vegetable items



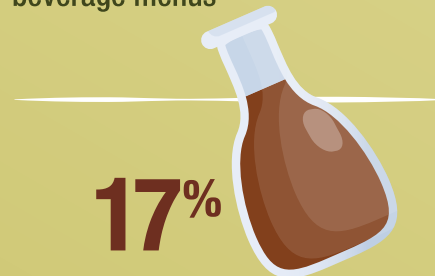
KOMBUCHA rose 20% across all US restaurant menus in 2018, with notable growth (21.1%) seen across non-alcohol beverage menus



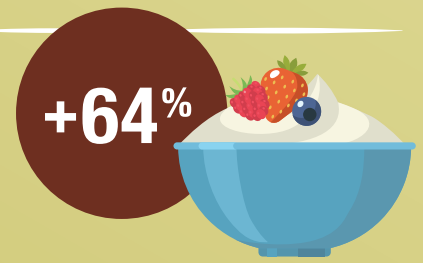
PICKLES enjoy menu penetration of 41%, and 66% of consumers are interested in pickles and pickled foods



MISO has experienced four-year growth of 21.3%, adding its umami kick on 9.3% of US menus



17% of consumers love or like **FISH SAUCE**—the fermented condiment is especially popular with Asians and African Americans



GREEK YOGURT is a mainstream success story, mentioned on 4.4% of US menus after a four-year growth spurt of 64%

62% MORE THAN HALF of Millennial respondents (62%) say that food and beverages containing probiotics (such as kombucha and kefir) imply healthfulness (vs 58% overall category)