

Forward Thinking: It's Citrus

From standbys lemon, lime and orange to yuzu, bergamot and blood orange, citrus remains one of the most vital elements adding zest to the flavor and fragrance market

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Common citrus ingredients such as lemon, lime and orange are often used to flavor or fragrance consumer packaged goods. Citrus connotes refreshment and adds zesty and effervescent sensations to both flavors and fragrances. Traditionally citrus has been expected in juices and the ready-to-drink market (RTD), and it has been used predominately in household and functional products. Today, however, citrus is widespread and accepted across markets. It can be seen in a variety of applications in foods and beverages, as well as in fine fragrances and beauty products. Lemon, lime and orange notes are tried and true and remain popular, but now newer, more sophisticated citrus such as grapefruit, yuzu, bergamot and blood orange also are gaining popularity.

The origins of ingredients are becoming more important to the consumer—it is no longer just plain lemon, lime or orange. For example, it is Meyer lemon, a hybrid of lemon and mandarin orange native to China and named after Frank Meyer, an agricultural explorer. Other examples include kaffir lime, cara cara orange and ruby red grapefruit. Marketers use unusual, unique ingredients to create enticing marketing concepts to differentiate their brands, and the rarer the ingredient, the more perceived value the product has.

Lemon and Lime, Tried and True

Lemon and lime flavors are most popular in RTD and alcoholic beverages, as well as in confections. Manufacturers continue to launch new products based on these two conventional flavors. Recent RTD examples include *Izze's Sparkling Lime Juice*, *Sierra Mist Natural Lemon-Lime Soda* and *Mountain Dew's White Out Smooth Citrus Dew*, PepsiCo's winner of the company's second *Mountain Dew Dewmocracy* social media campaign, which allowed 4,000 fans to co-create three new flavors. It launched nationally on Oct. 4, 2010, while *Mountain Dew Distortion Lime Blasted Dew* and *Mountain Dew Typhoon Punch of Tropical* were the runners-up and produced as limited editions. The fact that two of the three new flavors were citrus-oriented demonstrates citrus' continued market appeal.

In addition to carbonated beverages, citrus and lemon flavors are a natural fit for iced tea, and some of the latest releases include *Honest Tea's Heavenly Lemon Tulsi* (Holy Basil) *Tea* and *Sweet Leaf Tea's Organic Lemon Tea*,



Organic Citrus Green Tea and *Diet Citrus Green Tea*.

Citrus is also abundant in flavored alcohol. Vodka 360 added *Sorrento Lemon* and *Mandarin Orange* to its collection, and in Germany, *Cafe Blond Beer*, “a smooth bitter chilled drink with the stimulatory effect of espresso and a whiff of refreshing lemon,” launched. Fashion house Dolce & Gabbana debuted *Martini Gold* vermouth, which is

described, like a fine fragrance, as having notes of “bergamot from Calabria, lemons from Sicily as well as oranges, Spanish saffron, myrrh from Ethiopia, ginger from India, and cubeb pepper from Indonesia.” Also expected this year, *Adult Limeade* and *Adult Orange Cream* by the Adult Beverage Co. are 40-proof liquors that have “a nice buzz hidden inside that nostalgic taste.”

Furthermore, lemon and lime are well-liked in confections. In 2010, Wrigley's launched an array of new citrus flavors—Orbit's *Tropical Remix*, *Lime Melon* and *Raspberry Lemon Dew*, and *Extra Desserts' Delights Key Lime Pie*. In 2009, under Cadbury's Trident line, Kraft introduced *Layers Wild Strawberry + Tangy Citrus*, and this year *Trident Vitality Vigorate*, a “burst of citrus and strawberry with vitamin C,” is rolling out.

The popularity of these citrus accords is further evidenced by fine fragrance, household and air care introductions. In fine fragrance, citrus top notes are frequently used to add bloom. Unilever's *Axe Twist*, “the fragrance that changes,” contains “fresh hints of citrus and lime to make a good first impression, and then adds more depth with earthy notes of cedar and sandalwood,” while *Jaguar Vision*, from car company Jaguar, is a woody men's fragrance with top notes of grapefruit, lemon and pomelo. Burt's Bees introduced four solid perfumes, three of which use citrus accords: *Naturally Fresh*, described as “fresh and energizing, this 100% natural fragrance sparkles with sunny notes of lemon and grapefruit mixed with woody cedar;” *Naturally Happy*, which is “bursting with bold citrus-floral notes from Brazilian oranges, Florida grapefruits [sic], rose petals and cedarwood;” and *Naturally Sensual*, a “fusion of Italian lemon, sweet pineapple, rose-geranium [sic], vanilla and woody patchouli.” Method added *Antibac Lemon Verbena Cleaner* and *Wipes* to its collection, and Febreze's newest introduction, *Home Collections*, includes a *Green Tea Citrus* variant

available in six product forms: *Flameless Luminary*, *No Spill Wood Diffuser*, *Room Spray*, *Scented Reed Diffuser*, *Soy Blend Candle* and *Wooden Wick Candle*. Nest Fragrances also developed a line of scented candles for Ulta Beauty, and two of the eight variants are citrus—*Coconut Lime* and *Exotic Citrus*.

Yuzu: The Alternative Citrus

According to Melissa's Produce, an online distributor of exotic fruits and vegetables, yuzu, which originated in China, is a cross between Ichang papeda (a primitive citrus) and a sour mandarin orange. It is most recognized for its wide cultivation in Japan. Yuzu has been a hot culinary ingredient with a wide range of uses, including marinades, cocktails, savory dishes and desserts. In addition, it has crossed markets and become a fashionable ingredient in fine fragrance, personal care and household products.

Trendy bars are designing intriguing cocktails based on this Asian fruit. Fatty 'Cue in Brooklyn offers The 'Cue cocktail, which is crafted from Wray & Nephew overproof rum, smoked pineapple, lime juice, yuzu juice, Tabasco and Pernod, while BondSt in Manhattan features its *Nori Old Fashioned* cocktail made with nori-infused Suntory whiskey, yuzu bitters and candied nori. Chef Pichet Ong's *Yuzu Eskimo* dessert features raspberry foam, Oreo soil, blackberries, seasonal citrus and chocolate ganache, and the *Vanilla Yuzu Lemon Cupcake* is available at Ong's Spot Dessert Bar in New York. Additionally, Kyotofu NYC offers *Yuzu Tofu Cheesecake*, and sites such as www.ew.com/how_2105019_use-yuzu-juice.html show individuals how to create complex and unique flavors using yuzu as a substitute for lemon, lime or orange in recipes. Yuzusco, a savory product, is a liquid spice that is described as "the rich fragrance of the citron, the spiciness of green chili peppers, and the bracing aftertaste of vinegar."

Yuzu also has trickled down into fine fragrance, personal care and household products with launches such as Kenzo *Eau de Fleur de Yuzu*, The Body Shop's Spa Wisdom *Japan Yuzu & Rice Body Milk* and *Japan Yuzu & Green Tea Bathing Salts*, Triswim's *Chlorine-Out Body Wash* with a Japanese yuzu citrus scent and vitamins A and E, and Method *Squirt + Mop Ginger Yuzu Floor Cleaner*. In Japan, meanwhile, it is customary to use fresh-cut yuzu in hot baths as part of a winter bathing ritual called yuzu-yu.

Blood Orange In Vogue

Blood orange is currently an in vogue citrus appearing in new flavor and fragrance product launches. Recent RTD beverages with blood orange variants include *Dry Blood Orange Soda*; *Tru Blood*, a blood orange carbonated drink inspired by the HBO series *True Blood*; *Búcha's Bucha Blood Orange*; *Vibranz's Blood Orange Kombucha* drinks; and *Solerno Blood Orange Liqueur*, which is created from Sicilian sanguinello oranges. In January, Imperial Brands, Inc. rolled its *4 Orange Premium Vodka* out in the national market; it was initially released only in Florida in 2009. The vodka is crafted from four Florida orange varieties: Hamlin, Parson Brown, Temple and Valencia. And

two additional orange introductions include Three Olives' *Rangtang Vodka*, which combines orange and tangerine, and Agavero *Orange*, an orange and agave nectar-based tequila.

Blood orange is also a key top note materializing in recent women's and men's fine fragrance launches. Women's examples include Escada's 2011 limited-edition *Taj Sunset* "with a burst of citrusy blood orange and the exotic, fruity aroma of the Alphonso mango"; *Orange Sanguine* from Atelier Cologne, which is described as "a zesty and energizing burst of crushed ripe fruit; plays off sweet blood orange juice against bitter orange peel and sensual notes of geranium"; and Bath & Body Works' *Orange Sapphire* with top notes of "succulent blood orange, Tarocco orange, sparkling grapefruit, Sicilian bergamot, and vibrant mandarin." Perry Ellis' *Night for Men* uses "fresh citrus top notes [that] create a vibrant introduction with blood orange, pomelo and citron leaves," while Paco Rabanne's *1 Million* features fruity aromatic top notes of frosted grapefruit, blood orange and peppermint. Also, Pacifica offers a *Tuscan Blood Orange* collection available in seven stock-keeping units (SKUs), including perfume, soap and home fragrance, while La Fresh has Tuscan orange-scented nail polish remover pads.

Up-and-coming Citrus

The trend for organic ingredients continues, and so the next round of citrus introductions will be organic versions of traditional and exotic varieties. Two exotic up-and-coming citrus fruits to watch for are calamansi and Buddha's hand citron.

Calamansi (kalamansi), also known as calamondin, is a citrus native to the Philippines and is regularly used in Filipino cuisine. This ingredient is emerging in tiki-inspired cocktails, such as Manhattan restaurant Lani Kai's *Bermuda Triangle* cocktail with cachaça, coconut, kalamansi and lychee juice, and The Hurricane Club's #88 *Triple Mild* cocktail created with Patron Silver tequila, kalamansi, cinnamon bitters and house-made triple sec. Additional examples include *Salt Pressed Tasmanian Ocean Trout with Nashi Pear and Kalamansi Dressing* served at New York's SHO Shaun Hergatt restaurant and *Calamansi Honey Thai Tea* from Spot Dessert Bar.

Buddha's hand citron—which is also known as Buddha fingers citron, "fo-shou" in China and "bushukan" in Japan—is an odd-looking citrus native to China that has long, finger-like sections. In Asia, it is "a symbol of happiness, longevity, and good fortune," and it is used decoratively as a natural air freshener. Fine grocers such as Eataly in New York and Melissa's Produce carry the fruit, and it is emerging as a variant in fragranced products such as Molton Brown's *Fresh Bushukan Citrus Bodywash* and flavored products such as Hangar One's *Buddha's Hand Citron Vodka*.

Clearly common citrus and exotic citrus fruits will continue to appear in fragranced and flavored products across categories. Expect to see organic versions, uncommon citrus from developing countries and new hybrids as citrus continues to gain momentum.