

Strawberries are a delight for every age and in any season. [View in browser](#)

# Givaudan

Human by nature

## Trend Insights\* Strawberry



- **89%** of consumers love or like it
- Equally popular with all consumer types
- Featured on **55.2%** of US menus
- Pairs well with Cocktails, Lemonade, Banana, Chocolate, Milkshakes



### SPOTLIGHT ON Strawberry

One at a time or by the bowl, strawberries are embraced as both a fruit and a flavor. From appetizers and salads to desserts and beverages, their perfect taste bursts on the tongue and says “This is good - enjoy it!”

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\*Statistics and findings are the result of Givaudan proprietary research.

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