



Bluegrass
INGREDIENTS®



**BALANCED
ACIDITY**

**TRENDING
FLAVORS**

Citrus Powders Answer R&D Calls for Reduced Costs, Intense Flavors, Consistent Supply

New product development post-COVID has been a mixed bag of new challenges, tasks and opportunities. Innovation is still important, but so is cutting costs. As is ensuring supply chains are solid before developing a new concept. These new concerns have expanded the number of ingredients product developers are considering when launching a new product or cutting costs in an existing product.

Citrus powders have been a big beneficiary of this shift in research and development in the food and beverage industry. Here are some stats to chew on:

- 2023 saw the most new product launches with citrus powders in the last five years.
- October and November of 2023 recorded 51 new products with citrus powders, which accounted for 34% of all new products with citrus powders for the year.
- January 2024 saw 23 new products with citrus powders, showing how momentum continues to build.

Impressive numbers for an ingredient category that has been around for a while. In fact, Bluegrass Ingredients has been manufacturing citrus powders for 25 years. We've seen their recent spike in popularity, and attribute it to 3 key reasons.



CITRUS POWDERS

1. Deliver Intense (and consistent) Flavors

In an era characterized by flavor innovation, citrus powders stand out for their ability to deliver bold and consistent taste profiles. Spray-dried fruit powders allow product developers to tailor the intensity of flavors, whether it's accentuating the tartness of lemon or the sweetness of orange.

Even better, fruit powders guarantee consistency, which is imperative when the ingredients are used in beverages or as snack seasonings.

CITRUS POWDERS

2. Reduce Shipping, Storage Costs

Cost reduction has become a key task for R&D departments across the country. Citrus powders make that possible in a couple different ways. If you're currently using fruit juice, you're paying to ship a lot of water. That's expensive. You're not shipping any water with fruit powders.

You're also storing a lot of water when you use fruit juices. And, it most likely is refrigerated storage. Citrus powders don't require refrigeration, come in multiple packaging sizes and also have a longer shelf life.

A switch from fruit juice to citrus powders will make an immediate impact on the bottom line without affecting a product's flavor.

CITRUS POWDERS

3. Available When You Need Them

With citrus powders, the supply is always within reach. Unlike fruit juices, which are susceptible to supply chain disruptions due to natural disasters or weather events, citrus powders ensure continuity of supply, empowering manufacturers to meet consumer demands consistently.

New Product Ideas with Citrus Powders

A quick scan of the new product data with citrus powders shows where the opportunities lie.

- **Lemon** is by far the most popular flavor, with lime, orange and pineapple also proving popular.
- **Fruit + Spice** is a major trend that's expected to continue. Combine a fruit powder with chili or other spicy seasoning and you have the perfect combination for a snack seasoning.
- **Snacks** are the #1 application for fruit powders, with baked goods and RTE meals proving popular as well. There also exist opportunities in non-traditional categories for fruit powders, such as spreads and dairy foods.

How Bluegrass Ingredients Can Help

Bluegrass Ingredients works with food and beverage manufacturers to develop new products with citrus powders, as well as cut costs by reformulating products to substitute fruit powders for fruit juices. We have a complete line of fruit powders, and can customize a product to deliver specific product attributes.

Our [Agile Kitchen™](#) is the perfect playground for fruit powder flavor exploration. [Contact us](#) to schedule a virtual consultation where our team of data analysts and culinary experts will help you rapidly innovate new flavor systems for your products.



The Agile Kitchen at Bluegrass is a creative space that blends innovation and insights to deliver formulations and products that align with pressing consumer trends. Bluegrass Ingredients food scientists and culinary experts partner with customers to use these powders and all our products to invent and improve the future of food.

Delivering Great Taste

Bluegrass Ingredients operates at the cutting edge of taste and flavor trends. **The Bluegrass Agile Ingredient Innovation®** Model is custom built to help brands and flavor houses achieve the rapid food innovation they need to stay ahead of today's dynamic consumer taste and dietary demands.

Contact Us

- 🌐 [Bluegrassingredients.com](https://bluegrassingredients.com)
- ✉ info@bluegrassingredients.com
- 📞 Sales Inquiries: +1-270-297-7850
- 📍 801 State Street
Bowling Green, KY 42101
- 🌐 [LinkedIn](#) 📧 [Newsletter](#)

