

Ingredient Provenance



In recent years there's been an increase in the use of ingredients that bestow 'provenance' on products. In the food and beverage world, provenance is used to describe where ingredients were grown as well as how they were produced. Consumers are eager to know more about where and how their food is being produced, so the concept of provenance has taken off. The stories that surround provenance claims are often intriguing and help consumers to associate provenance with quality.

These days provenance is being called out in fine-dining restaurants, food and drink items looking for a premium angle, and even QSRs.

Flagging ingredients with provenance helps elevate premium credentials. (Mintel, 2022)

57% of US consumers want to know more about the places where produce is being grown. (Mintel, 2021)

Launches using Australian native Lemon Myrtle have increased by almost 20% since 2018. (Mintel GNPD, 2022)

Provenance claims are increasingly seen on restaurant menus. (TFP, 2022)



On the Shelves



Black Swan Australian Lemon Myrtle & Almond Feta Dip. This limited edition 'Tastes of Australia' product uses lemon myrtle which is native to Australia. (AU, 2021)



CopperTree Farms Truffle Butter. Made in Australia with Australian black truffles and Murray River salt. (AU, 2022)



Founders Original Sicilian Lemon Vodka Fizz. A bar quality cocktail made from real ingredients, including Sicilian lemons. (Canada, 2021)



Finna Krobe Hot & Spicy Indonesian Authentic Shrimp Crackers. Said to come from a traditional home recipe that captures the 'traditional taste of Indonesia'. (USA, 2021)



On the Shelves



WATTSUP
TREND WATCH



Asda Extra Special Sicilian Orange & Dark Choc Cookies. All-butter cookies made with Belgian dark chocolate chunks and Sicilian candied orange peel to make an 'extra special' treat. (UK, 2021)



Legendary Locals Granola from Hubbards showcases local ingredients from a number of NZ regions clearly stated front of pack. (NZ, 2021)



Malee in Season Yamagata Strawberry Mixed Fruit Juice. Made from strawberries cultivated in Yamagata province, Japan, which are vibrantly red with a sweet and delicious taste due to growing climate and location. (Malaysia, 2021)



Tuttocalabria Authentic Calabrian Chili Sauce. Features Italian flag iconography on pack. This product is said to be made with a family recipe and made from chilli peppers cultivated on the Calabrian hills since 1910. (Canada, 2021)

Provenance claims help to premiumise offerings and bring a point of difference to the product. Who wouldn't choose an authentic Sicilian olive oil made with a centuries-old recipe over a stock standard olive oil? Naming the source of the oil and telling the story of its origins immediately adds value to a product's quality perception when compared to the 'generic'. We're lucky in Australia and New Zealand to also have some exciting local ingredients to work with - think native Australian lemon myrtle or New Zealand kawakawa.

Some households have increased their savings over the pandemic and are now experimenting with more premium brands. Using provenance claims is one way to stand out to these consumers, given that provenance is associated with high quality and even 'luxury' in some cases. Just using one stand-out provenance ingredient in the entire recipe is enough to elevate the product's premium credentials. However, the packaging must support and clearly signpost a provenance message in order for consumers to notice.



Hawkins Watts Offerings

- ✓ Complementary Flavours & Oils (including native and local variants)
- ✓ Botanicals
- ✓ Complementary Colours



Images courtesy of Mintel, TFP and brand websites/socials.

Please contact Hawkins Watts for more information.

Hawkins Watts Australia
P +61 3 9561 3710
E sales@hawkinswatts.com.au

Hawkins Watts New Zealand
P +64 9 622 2720
E sales@hawkinswatts.com