

FLAVOR & THE MENU

Savoring SOUR

Sour flavors step out from their supporting roles and into the limelight

Sour-Loving CONSUMERS

In a recent study on sour flavor preferences, conducted by Olson Communications' Culinary Visions® Panel, consumers were asked to rank the five tastes in order of their personal preferences, and then to react to a range of menu items to test the consistency of their stated preferences. Here are five take aways from the study:

1. Grapefruit, vinegar, sauerkraut and pickles were the top foods identified as iconic of the sour taste.
2. The majority of sour-loving consumers were in the 47-65 age group (37 percent) and the 17-34 age group (36 percent).
3. Sixty-one percent of these consumers eat at a casual dining restaurant several times per month or more.
4. Foodies were abundant in the group of consumers preferring sour flavors, with 60 percent of those describing themselves as always or usually liking to try new dishes and flavors when they eat out.
5. Sour-loving consumers were also shown to have a preference for umami flavors. When they selected specific menu items in the second part of the study, umami-forward items outranked sour among this group.