

GUAVA

As the world's attraction to Latin cuisine continues to heat up, please turn your attention to guava. With its tangy, sweet flavor often described as a mix of strawberry and pear, it is perfect for sweet and savory applications (from cocktails to BBQ sauces!). There are over 100 varieties of guava, and all are native to Mexico, Central and South America and the Caribbean. The tropical fruit thrives in the Amazon, where its fragrant, sweet pulp is prized for flavoring drinks, candies, desserts, and marinades. When they aren't available fresh, guavas can also be enjoyed as concentrated pastes or nectars.

TREND SIGNALS

U.S. CANADA
+31% **+29%**

projected growth of
GUAVA on menus.
Datassential, '25-'29

U.S. CANADA
+27% **+30%**

Year over Year Growth of
GUAVA searches on ecommerce
search engine by country.

U.S. CANADA
+19% **+16%**

increase in avg. monthly 'GUAVA
FRUIT' Google searches, '23-'24.
Google Search Data via BrightEdge

FROM OUR EXPERTS

Banana Guava Coconut Bread Pudding



McCormick Culinary delivered an exotic spin on bread pudding with tropical fruits. Sweet, concentrated guava paste and sliced banana are blended with tender brioche and coconut milk. Then served with a warm guava caramel sauce. [Click](#) for the recipe.



Guava Passionfruit Orange Smoothie Cooling Gummy

To transport tastebuds to the tropics while enjoying a healthcare product, Beth Julian, Principal Scientist, developed a gummy that brings to life the taste of a refreshing fruit smoothie. A guava flavor along with passion fruit and orange flavors are combined with Optify™ cooling technology which hides off-notes from potential actives.



Contact us or [click](#) to request a **FREE GUAVA** flavor sample.