



Why Elderberries? Why now?

Perspective from behind the festival
booth and other market trends

Katie Reneker
Carmel Berry Company



CARMEL BERRY CO.
Elderberry Syrup
Hand Made
SMALL BATCH
in California
200 ML/6.76 FL OZ

CARMEL BERRY CO.
Elderberry Syrup
Hand Made
SMALL BATCH
in California
200 ML/6.76 FL OZ

CARMEL BERRY CO.
Elderflower Cordial
Hand Made
SMALL BATCH
in California
200 ML/6.76 FL OZ

CARMEL BERRY CO.
Elderflower Cordial
Hand Made
SMALL BATCH
in California
100 ML/3.4 FL OZ

Elderberry Market Trends

Natural Grocers 2019 ten hottest trends

"consumers will swap OTC drugs and prescriptions for natural remedies...mushrooms, elderberry, manuka honey, throat sprays and natural zinc lozenges will dominate."

American Botanical Council

**Sales of elderberry supplements
+34.5% in 2017.**

Beverage Daily Top Trends

**Plant based functional
beverages**



Pinterest Top 100 Trends 2019

"elderberry recipes" +685%

"super powders" +144%

"Nutrition plans" +475%

"Sober living", including non-alcoholic drink ideas + 746%



In 10 Years Millennials will comprise 75% of our workforce

"Preventative maintenance is of interest to all consumers, while millennials also turn their attention to building immunity—focusing on products such as elderberry for themselves and their families."

Nutrition Business Journal



Why Elderflowers? Why now?

Whole Foods Top Food Trends 2018

M.V.P. (Most Valuable Petal)

~flowers as ingredients

~superpowders

~transparency of companies

~non-alcoholic sparkling beverages
(elderflower included)

Food Network Magazine:

2018 Flavor of the Year



Tea Trends

Botanicals are booming

Functional teas now have a mainstream niche

RTD teas are leading all tea categories in growth in value and volume

CBD and wellness teas rapidly growing niche





How do we add value?

**Cottage Food License and
Co-Packers**

preserves, honey,
syrups & cordials

teas

body care

supplements, gummies, wellness shots,
so much more!

Create Partnerships!



- Breweries**
- Icecream**
- Herbalists**
- Salt/Spice Rubs**
- Bartenders**
- Chefs**
- CBD makers**
- vinegar makers**
- Natural Skin Care Makers**



Go meet your
customer!

Food and Wine Events

Holiday Markets

Health and Wellness

Harvest Festivals

Farmer's Markets

Makers Markets

And get on social media!! (sorry, gotta happen)

I CAN'T
FIND MY
GLASSES.

WOULD YOU LIKE
A COOKIE, DEAR?

BACK
IN MY DAY, WE
GREW IN THE
WILD.

ELDERBERRIES

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Stay in touch!

CARMEL BERRY CO.
Decadent Elderberry Products

Katie Reneker
Katie@carmelberry.com

Instagram: @Carmelberryco
Facebook: @carmelberrycompany

