



FLAXSEED packs a punch of nutrition in smoothies, baked goods



MenuTrends Stage:

ADOPTION

28%
of consumers
HAVE TRIED IT

17%
of consumers
WANT TO TRY

What it is: The nutty-flavored, fiber-rich seeds of the flax plant. Also called linseed or simply “flax.”

Why it matters: The small flaxseed packs a punch of health benefits – two tablespoons supply more than a full day’s worth of recommended omega-3 fatty acids. Because of that, flax is emerging as another superfood, similar to chia seeds or whole grains. While whole flax stays fresh longer, grinding is recommended to aid proper digestion. Ready ground flax, or flaxmeal, is widely available in retail and can be added into breads or bagels to boost nutrition, or if mixed with liquid, can be used as a vegan-friendly egg substitute. Seeds are often blended into smoothies or fresh juices, toasted and sprinkled on top of oatmeal or yogurt, or baked into crispy crackers or whole wheat tortilla wraps. Flaxseed oil can be added to salads or other cold dishes, but due to its low smoke point, should not be heated.

Find it At...

Protein Bar | Chicago, IL (HQ)

BBQ BAR-RITO (\$7.29)

All-natural chicken, organic quinoa blend, cheddar, house-made agave BBQ sauce, super 6 salad mix wrapped in a whole-wheat flax tortilla.

Green Symphony | New York, NY

ANYTIME BAR (\$2.75)

Oats, flaxseed, banana, raisins, apple, cinnamon, sea salt, and apple sauce.

Au Bon Pain | Boston, MA (HQ)

HONEY 9 GRAIN BAGEL (\$1.27)

Fresh baked bagel with wheat bran, rye, oats, flaxseed, barley, granola, and honey.

Brio Tuscan Grille | Columbus, OH (HQ)

SHRIMP TINI (\$3.95)

Chilled shrimp served in a martini glass with classic cocktail sauce and flaxseed cracker.

Kale Me Crazy | Atlanta, GA

THE WARRIOR SMOOTHIE (\$8.50)

Maca powder, spirulina, goji berries, flax seeds, banana, spinach, hemp milk, vanilla extract, and agave.