

Gourmet Maple Marshmallows – A New Recipe & Guidelines

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Have you Googled maple marshmallows? This twist on a classic treat is not commonly found on market shelves, at least not yet. The Cornell Maple Program has been working on adapting gourmet marshmallow procedures for a recipe that uses maple as the only sweetener, and the results pack a lot of maple flavor.

The new gourmet maple marshmallow recipe uses a combination of granulated maple sugar and inverted maple syrup, water, gelatin, and air. As with all confections, each ingredient has its role. The granulated sugar provides sweetness and structure, while the inverted syrup contributes flavor and prevents crystallization for silky smooth texture. A small amount of water is necessary to prevent the sugar from burning and to provide moisture in the final product. Lastly, gelatin is essential for that bouncy texture marshmallows are famous for. The gelatin preserves the air bubbles that are incorporated into the confection by high-speed whipping. Best of all, this new recipe results in an adaptable product. These marshmallows can be used to make s'more-ready gourmet marshmallows, dehydrated mini marshmallows for hot cocoa or cereal, marshmallow-based spreads like Fluff, and so much more. The full recipe, guidelines, cost-per-unit, and storage and packaging recommendations will be available soon on the "New Product Development" page at cornellmaple.com.

Market Value of Maple Marshmallows

The marshmallow market in the United States has a value of \$342 million and is projected to grow to \$535 million by 2028 according to [Fortune Business Insights](https://www.fortunebusinessinsights.com/north-america-marshmallow-market-105434) (<https://www.fortunebusinessinsights.com/north-america-marshmallow-market-105434>). This growth can be attributed to an increased demand for premium and artisanal confectionery products. Companies such as Smashmallow are dedicating their businesses to large scale production of "premium" marshmallows. These premium marshmallows that are contributing to market growth are including "all-natural" on their labels, using organic cane sugar, and developing a wide array of unique flavors to draw both adventurous and health-conscious consumers. Health-conscious consumers are still in the market for sweet treats, and maple sugar can help fill that market niche for "all-natural" confections.

Currently supermarkets are leading in sales of marshmallows, although producers are taking advantage of the online sales market as well. According to the [National Confectioners Association \(NCA\)](https://candyusa.com/sweet-insights-state-of-treating-2021/) (<https://candyusa.com/sweet-insights-state-of-treating-2021/>), the online sales of non-chocolate

confections has increased from \$366.9 million in 2017 to \$655.2 million in 2019 – nearly double – with online sales projected to increase in upcoming years. As consumers indulge with marshmallows in hot cocoa this winter, the maple industry can help them to have a decadent, premium treat with gourmet maple marshmallows.

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