



# Weber Flavors Trends

4th Quarter 2023

## Top 15 Flavors Sampled

- |                                       |  |
|---------------------------------------|--|
| 1. Vanilla/Pure Vanilla               | 8. Blueberry, Blueberry Muffin         |
| 2. Strawberry                         |  |
| 3. Orange, Blood Orange, Orange Cream | 9. Cherry, Black Cherry                |
| 4. Chocolate, Cocoa                   | 10. Butter, Butterscotch, Butter Pecan |
| 5. Raspberry, Black Raspberry         | 11. Cookie                             |
| 6. Apple, Spiced Apple, Sour Apple    | 12. Cake, Cake Batter                  |
| 7. Carmel, Salted Caramel             | 13. Mint, Peppermint, Spearmint        |
|                                       | 14. Peach, Peach Cobbler               |
|                                       | 15. Bourbon                            |



## Flavor Trends: Seen & Noted

### **RIISING TRENDS** (Flavors increasing in popularity):

Anise, Avocado, Baklava, Boysenberry, Brandy, Bread, Cantaloupe, Cardamom, Chamoy, Chestnut, Clementine, Corn, Cranberry, Croissant, Cucumber/Cucumber-Lime, Currant (Black & Red), Curry, Daiquiri, Date, Dill Pickle, Donut, Dragonfruit, Eggnog, Fennel, Fig, Five Spice, Flan, French Toast, Ginger, Graham, Grenadine, Honey, Huckleberry, Hurricane, Lavender, Lingonberry, Mimosa, Mochi, Molasses, Nectarine, Nougat, Nutmeg, Oatmeal, Paloma, Pancake, Papaya, Peanut/Peanut Butter, Pear, Pecan, Persimmon, Pomelo, Popcorn, Potato, Pretzel, Prosecco, Prune, Raisin, Rhubarb, Spumoni, Sweet Potato, Taffy, Tamarind, Tiger Blood, Verbena, Vermouth, Vinegar, Violet, Waffle, Yumberry, Yuzu, Zabaglione

There were many exciting new trending flavors this quarter. Exotic and rare fruit flavors are seeing a rise in popularity including **Boysenberry, Bumbleberry,**

**Currant, Dragonfruit, Papaya, Persimmon, Pomelo, and Yumberry.**

This quarter's trends also include a broader range of **spice** and **herbal** flavors such as **Anise, Cardamom, Chamoy, Fennel, Five Spice, Ginger, Lavender,** and **Verbena.**

Savory flavors continue to trend upwards with **Dill Pickle** and **Vinegar** staying on the list and **Curry, Potato, Popcorn,** and **Pretzel** making an appearance this quarter.

Alcohol-themed flavors are still rising in popularity with the new additions of **Brandy, Daiquiri, Paloma, Prosecco, Vermouth,** and **Hurricane.**

The sweet bakery & dessert trend continues with flavors such as **Baklava, Flan, French Toast,** and **Pancake.**

Overall this quarter saw a rise in new and unique flavors with a decline in more traditional flavors.

**Weber samples are available!**  
**Please call our toll-free number**  
**(800) 558-9078 or visit us at**  
**weberflavors.com.**

