

Weber Flavors Trends 1st Quarter 2015



Top 15 Flavors Sampled

- 1) Vanilla
- 2) Strawberry
- 3) Chocolate
- 4) Apple/Sour Apple/Spiced Apple
- 5) Caramel/Salted Caramel
- 6) Orange/Orange Cream/Blood Orange
- 7) Butter/Butterscotch/Butter Pecan
- 8) Lemon
- 9) Raspberry/Black Raspberry/Blue Raspberry
- 10) Cherry
- 11) Lime
- 12) Coffee/Cappuccino/Espresso
- 13) Mango
- 14) Peach
- 15) Mint/Peppermint

Rising Trends (Flavor that have shown an increase in popularity): Acerola, Almond, Apricot, Bacon, Beer, Blackberry, Bourbon, Brandy, Chai Tea, Cheesecake, Chipotle, Cinnamon, Coconut, Corn, Fruit Punch, Ginger, Hazelnut, Honey, Horchata, Horseradish, Irish Cream, Marshmallow, Mojito, Pear, Pineapple, Prickly Pear, Rum, Sangria, Tamarind, Tangerine, Wildberry

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Flavor samples available by request

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