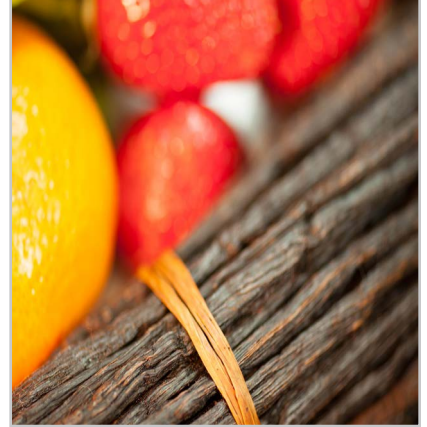


Weber Flavors Trends 2nd Quarter 2014



Top 15 Flavors Sampled

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

Rising Trends (Flavor that have shown an increase in popularity):
Acai, Amaretto, Apricot, Bacon, Beer, Birthday Cake, Blackberry,
Blue Cheese, Bourbon, Brown Sugar, Cannoli, Cardamom,
Cinnamon/Cinnamon Bun, Coconut, Crème Brulee, Cucumber,
Dragonfruit, Elderflower, English Toffee, Ginger, Graham Cracker,
Habanero, Hazelnut, Honey, Horchata, Horseradish, Lavender,
Marshmallow/Toasted Marshmallow, Oatmeal/Oatmeal Cookie,
Passionfruit, Pear, Rhubarb, S'Mores.

Last revision: 07/15/14

Edgar A. Weber & Company

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Flavor samples available by request

Toll-free : (800) 558-9078
Direct: (847) 215-1980, Fax: (847) 215-2073
E-mail: info@weberflavors.com

Weber Flavors Trends 3rd Quarter 2014



Top 15 Flavors Sampled

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

Rising Trends (Flavor that have shown an increase in popularity): Agave, Aloe Vera, Apricot, Basil, Beer, Bell Pepper, Bergamot, Blackberry, Black Truffle, Bourbon, Cardamon, Champagne, Chipotle, Churro, Corn, Elderflower, Funnel Cake, Ginger Beer, Glazed Doughnut, Horchata, Jalapeno, Juniper Berry, Licorice, Oatmeal Cookie, Pecan/Pecan Pie, Pretzel, Pumpkin/Pumpkin Spice, S'Mores, Sweet Potato, Toasted Marshmallow, Wasabi, Wild Berry.

Last revision: 10/14/2014

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Weber Flavors Trends 4th Quarter 2014



Top 15 Flavors Sampled

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

Rising Trends (Flavor that have shown an increase in popularity): Amaretto, Bacon, Beer, Blackberry, Bourbon, Brownie Batter, Brown Sugar, Chai Tea, Champagne, Chipotle, Coconut, Cola, Custard, Egnog, French Toast, Funnel Cake, Ginger/Gingerbread, Graham, Grapefruit, Honey, Horchata, Kiwi, Maple, Peanut/Peanut Butter, Pistachio, Praline, Rum/Rum-Raisin, Sweet Potato, Whiskey, White Chocolate.

Last revision: 1/8/15

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