

# 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

Last revision: 4/1/2015

### Edgar A. Weber & Company

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### Flavor samples available by request

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# Weber Flavors Trends 2nd Quarter 2015



## Top 15 Flavors Sampled

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

**Rising Trends (Flavor that have shown an increase in popularity):**  
**Almond, Apricot, Bacon, Basil, Beer, Blackberry, Bourbon,**  
**Boysenberry, Brandy, Burnt Sugar, Chai Tea, Chamomile,**  
**Champagne, Cinnamon/Cinnamon Bun, Coconut, Cookie, Corn,**  
**Cranberry, Cucumber, Custard, Ginger, Graham Cracker, Grapefruit,**  
**Green Tea, Hazelnut, Hibiscus, Honey, Horchata, Jamaica, Lavender,**  
**Mango, Mojito, Oatmeal, Pear, Pistachio, Praline, Rhubarb, Rum,**  
**Sangria, Snickerdoodle, Tangerine**

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# Weber Flavors Trends 3rd Quarter 2015

## Top 15 Flavors Sampled

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



**Rising Trends (Flavor that have shown an increase in popularity):**  
**Amaretto, Baklava, Beer, Blackberry, Brownie, Cannoli, Carrot Cake, Chai Tea, Champagne, Cola, Cranberry, Creme Brule, Custard, Funnel Cake, Gingerbread, Graham Cracker, Hibiscus, Horchata, Horseradish, Lavender, Licorice, Malt, Maple, Marshmallow, Oatmeal Cookie, Papaya, Pear, Popcorn, Poundcake, Praline, Prickly Pear, Pumpkin Spice, Root Beer, Rum, S'Mores, Sweet Potato, Tamarind, Tangerine, White Wine.**

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# Weber Flavors Trends 4th Quarter 2015

## Top 15 Flavors Sampled

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



**Rising Trends (Flavor that have shown an increase in popularity):**  
**Agave, Angel Food Cake, Bacon, Basil, Blackberry, Bourbon, Brown Sugar, Brownie Batter, Chai Tea, Chipotle, Cinnamon, Cola, Cranberry, Cucumber, Fig, Ginger, Graham Cracker, Hazelnut, Hibiscus, Horchata, Peanut/Peanut Butter, Pear, Root Beer, Rum, Sangria, Tamarind, Tangerine, Tequila, Ube.**

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