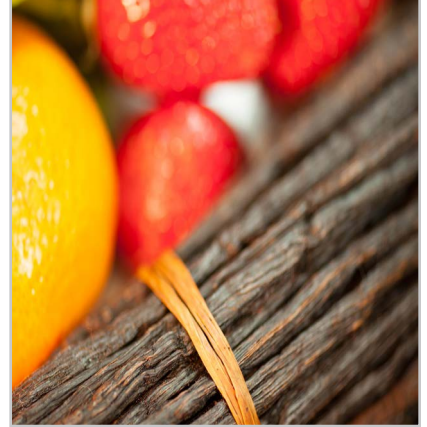


Weber Flavors Trends 2nd Quarter 2014



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.

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Flavor samples available by request

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