

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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Flavor samples available by request
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