

# 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.**

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**Flavor samples available by request**  
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