

Weber Flavors Top 40 Alcoholic Beverage Trends 2023

1. Orange
2. Vanilla/Extract
3. Peach
4. Strawberry
5. Chocolate
6. Lime
7. Raspberry
8. Blueberry
9. Mango
10. Cherry
11. Blackberry
12. Lemon
13. Pineapple
14. Bourbon
15. Blood Orange
16. Watermelon
17. Apple
18. Cake
19. Caramel
20. Coconut
21. Banana
22. Cinnamon
23. Grapefruit
24. Passionfruit
25. Ginger
26. Tropical/Blend/
Breeze/Punch
27. Tea
28. Butter
29. Apricot
30. Mint
31. Pumpkin
32. Tequila
33. Cranberry
34. Pear
35. Guava
36. Fruit Punch
37. Mixed Berry
38. Maple
39. Almond
40. Cucumber



Once again, the alcoholic beverage category showed dynamic movement in popular flavors from year to year.

Raspberry fell from the top spot out of the Top 5, while **Orange** moved back to the top of the list, with **Strawberry** and **Vanilla** also jumping several slots to the top of the list.

Other notable climbers were **Mango**, **Lemon**, **Tropical Blends**, **Blood Orange**, **Grapefruit**, **Guava**, and **Passionfruit**, possibly indicating an increasing preference for bright, tart, fruity flavors.

Cherry, **Apple**, **Cranberry**, and **Mixed Berry** fell several slots, indicating last year's trend of more traditional berry flavors may be waning. **Ginger**, **Almond**, **Cinnamon**, and **Butter**-based flavors also took a tumble down the list.

Some newcomers to the Top 40 include **Banana**, **Pumpkin**, **Pear**, **Maple**, **Fruit Punch** and **Tequila**.

Black Cherry, **Huckleberry**, **Lemonade**, **Pomegranate**, **Cookie**, **Grape**, and notably, **Peanut Butter**, after years of increasing popularity, fell out of the Top 40.



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