Weber Flavors Top 40
Beverage Flavor Trends 2023

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

Trends in the overall beverage category remained quite stable again in the last year, though Alcoholic Beverages continue to lead the way with more dymanic trend movement.

While **Vanilla** still garners the top spot, the remaining Top 5 flavors only shuffled among themselves, though **Lemon** and **Apple** replaced **Blueberry** and **Mango** in the Top 10.

Other notable climbers within the list included a large leap up for **Bourbon, Blackberry, Cake,** and **Passionfruit** flavors, all for the second year in a row.

Ginger, **Cranberry**, and **Coffee** all lost significant ground for the second year in a row, while **Grape** and **Lemonade** also fell several slots this year.

Flavor newcomers to the Top 40 included **Kiwi, Tropical Blends,** and **Hazelnut.**

Cream Flavor, **Almond**, and **Cookie** flavors all fell off the Top 40 list, after falling several slots the previous year.

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