

Weber Flavors Top 40 Nutraceutical Flavors 2022



The Nutraceutical Category showed tremendous stability over the past year, with no movement in or out of the Top 10 slots.

Vanilla, Strawberry, Raspberry, Chocolate, and Orange all continued to hold their spots in the Top 5 most popular flavors for Nutraceuticals.

Peach and **Kiwi** both moved up the list, joined by newcomers **Citrus Punch, Butter, Cookie, and Grapefruit**.

Cookies & Cream and **Ginger** fell in popularity, while we said goodbye to **Pumpkin, Tangerine, Cotton Candy, and Coffee**.

Strong fruit or mint flavors, combined with masking flavor systems, prove to be tried-and-true combinations when working with often-challenging nutritional supplements.



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| 1. Vanilla | 15. Peach | 29. Peanut Butter |
| 2. Strawberry | 16. Watermelon | 30. Blue Raspberry |
| 3. Raspberry | 17. Fruit Punch | 31. Cinnamon |
| 4. Chocolate | 18. Cake | 32. Kiwi |
| 5. Orange | 19. Caramel | 33. Piña Colada |
| 6. Cherry | 20. Lemonade | 34. Spearmint |
| 7. Lime | 21. Peppermint | 35. Citrus Blend/
Punch |
| 8. Masking | 22. Pineapple | 36. Passionfruit |
| 9. Apple | 23. Coconut | 37. Cookies &
Cream |
| 10. Blueberry | 24. Butter | 38. Ginger |
| 11. Lemon | 25. Banana | 39. Grapefruit |
| 12. Mixed Berry | 26. Cookie | 40. Tea |
| 13. Mango | 27. Tropical Punch | |
| 14. Grape | 28. Lemon-Lime | |

