

Weber Flavors Top 40 Nutraceutical Flavors 2023



The Nutraceutical Category showed remarkable stability again over the past year, with only slight movement of flavors within the list, and only a few deletions and additions at the very end of the list.

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

Passionfruit and Tea both moved several slots up the list, joined by newcomers **Tangerine, Green Apple, Cranberry** and **Maple**.

Lemon-Lime and **Cake** flavors fell in popularity, while we said goodbye to **Pina Colada, Citrus Punch, Ginger,** and **Grapefruit**.

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