

Weber Flavors Top 40 Oil Soluble Flavors 2025



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|------------------|-------------------|-------------------|
| 1. Butter | 15. Strawberry | 29. Bacon |
| 2. Orange | 16. Butter Cream | 30. Bourbon |
| 3. Peppermint | 17. Chocolate | 31. Birthday Cake |
| 4. Vanilla | 18. Coffee | 32. Maple |
| 5. Caramel | 19. Peanut Butter | 33. Pumpkin Pie |
| 6. Lime | 20. Mango | 34. Masking |
| 7. Raspberry | 21. Blueberry | 35. Cotton Candy |
| 8. Cake | 22. Cookie | 36. Ginger |
| 9. Cherry | 23. Grape | 37. Lemon |
| 10. Butterscotch | 24. Pumpkin | 38. Orange Cream |
| 11. Cinnamon | 25. Banana | 39. Pistachio |
| 12. Apple | 26. Hazelnut | 40. Black Sesame |
| 13. Coconut | 27. Peanut | |
| 14. Pineapple | 28. Peach | |

The 2025 Top 40 oil-soluble flavor list shows a shift toward comfort-driven and nostalgic flavors. Classics like **Vanilla, Butter, Peppermint,** and **Caramel** remain staples, while new entries such as **Pumpkin Pie, Bourbon,** and **Orange Cream** suggest a growing preference for warm, indulgent profiles.

The appearance of **Bacon** and **Pistachio** hints at a rising interest in savory and nutty notes, potentially for gourmet or novelty products.

Conversely, several more adventurous or seasonal flavors—**Blood Orange, Watermelon, Huckleberry, Almond,** and **Gingerbread**—fell off the list, signaling reduced demand for niche options.

While some fruit flavors like **Peach, Mango,** and **Blueberry** remain strong, the overall trend favors familiar, versatile flavors with broad appeal.

In 2025, brands may benefit from focusing on flavors that balance nostalgia, indulgence, and approachability.



Last revision: 05/21/2025

Flavor samples available by request

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