

Weber Flavors Trends 3rd Quarter 2021

TOP 15 FLAVORS SAMPLED

1. Vanilla
2. Strawberry
3. Apple/ Spiced Apple/ Sour Apple
4. Raspberry/ Black Raspberry
5. Orange/ Blood Orange/ Orange Cream
6. Cherry/ Black Cherry
7. Chocolate
8. Mint/ Peppermint/ Spearmint
9. Caramel/ Salted Caramel
10. Butter/ Butter Pecan/ Butter Rum/
Butterscotch
11. Lime/Key Lime
12. Peach/ Peach Cobbler/ Peaches & Cream
13. Pineapple
14. Cake/Cake Batter
15. Blueberry



RISING TRENDS (Flavors that are increasing in popularity):

Balsamic Vinegar, Banana, Blackberry, Boysenberry, Bubble Gum, Carrot Cake, Cereal, Chai, Cinnamon, Coconut, Cola, Cold Brew Coffee, Cookie, Cotton Candy, Cranberry, Croissant, Dill, Eggnog, Elderberry, Elderflower, Espresso, Fruit Punch, Ginger/Gingerbread, Graham, Grape, Grapefruit, Guava, Kiwi, Marshmallow/Toasted Marshmallow, Mixed Berry, Mocha, Mojito, Nectarine, Oatmeal Cookie, Passionfruit, Pistachio, Pumpkin/Pumpkin Pie/Pumpkin Spice, Root Beer, S'Mores, Speculoos, Spice Blend, Stout Beer, Taro, Tea, Tropical/Blend/Breeze/Punch, Tutti-Frutti, Wildberry, Yogurt

