



Weber Flavors Trends

1st Quarter 2023

Top 15 Flavors Sampled

1. Vanilla/Pure Vanilla
2. Strawberry
3. Chocolate, Cocoa
4. Orange, Blood Orange, Orange Cream
5. Raspberry, Black Raspberry
6. Cherry, Black Cherry
7. Blueberry
8. Carmel, Salted Caramel
9. Cake/Cake Batter
10. Apple, Spiced Apple, Sour Apple
11. Butter, Butterscotch, Butter Pecan
12. Lime, Key Lime
13. Lemon/Lemonade
14. Banana
15. Peach



Flavor Trends: Seen & Noted

RISING TRENDS (Flavors that are increasing in popularity):

Adzuki Bean, Balsamic, Barbeque (BBQ), Bergamot, Blue Moon, Brandy, Bumbleberry, Cardamom, Carob, Carrot, Cereal, Chamomile, Chamoy, Chinotto, Cognac, Cowboy Candy, Curry, Date, Dill Pickle, Dragonfruit, Drambuie, Durian, Elderberry, Espresso, Fennel, Fireweed, Five Spice, Goji Berry, Gooseberry, Grapefruit, Grenadine, Grilled Fruit, Grog, Hemp, Hibiscus, Honey, Honeydew, Honeysuckle, Hops, Jasmine, Jostaberry, Juniper Berry, Kola Nut, Kombucha, Kulfa/Kulfi, Mangosteen, Maqui Berry, Marigold, Mayan Spice, Meringue, Nougat, Nutmeg, Oak, Oat/Oatmeal, Olive Oil, Pandan, Persimmon, Pie Crust, Pomelo, Rambutan, Rosemary, Scotch, Starfruit, Tangelo, Taro, Tarragon, Teaberry, Tiramisu, Tonic, Venetian, Waffle, Wine, Woodruff, Yogurt

There was notable movement in the most popular flavors in the 1st Quarter of 2023

Vanilla, Strawberry, Chocolate, Orange, Black Raspberry, and Cherry held their positions as top 6. **Caramel** and **Cake** have moved up the list, while **Apple, Lemon, and Lime** moved down a few slots. **Peach, Banana, Blueberry and Butter** made it into the top list this quarter while **Coconut, Mint, Pineapple, and Watermelon** fell off the list. While warm brown flavors have held a few slots, Citrus, Stone Fruits and Berry flavors make up most of the Top 15.

Rising trends show **Beer, Banana, Lychee, and Espresso** flavors holding on. Many new flavors were added this quarter. Seasonal flavors like **Balsamic, Barbecue, Chamoy, and Dragonfruit** and floral trends like **Hibiscus, Fireweed, Jasmine, and Honeysuckle** moved up. Falling trends this quarter are **Bacon, Cookie, Gingerbread, Pumpkin, and Wildberry**.

Weber samples are available!

Please call our toll-free number (800) 558-9078 or visit us at weberflavors.com.

