



# Weber Flavors Trends

2nd Quarter 2023

## Top 15 Flavors Sampled

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



## Flavor Trends: Seen & Noted

**RIISING TRENDS** (Flavors that are increasing in popularity):

Balsamic, Brandy, Bread, Broth, Bubble Gum, Bumbleberry, Cardamom, Cashew, Cereal, Chambord, Chamomile, Chamoy, Cheese, Cherimoya, Chinotto, Churro, Cilantro, Cinnamon, Citron/Citrus Blend, Clementine, Coconut, Coffee, Cognac, Cookie, Corn, Cosmopolitan, Cowboy Candy, Cotton Candy, Cucumber/Cucumber Lime, Currant, Date, Dill Pickle, Dragonfruit, Elderberry, Fig, Fireweed, Flan, French Toast, Gardenia, Gin, Ginger, Goji Berry, Grenadine, Guava, Honey, Horchata, Huckleberry, Juniper Berry, Kiwi, Lavender, Lemon, Licorice, Lychee, Mangosteen, Maple, Marshmallow, Melon, Milk, Mint, Mojito, Moscow Mule, Mustard, Nutmeg, Oat, Pancake, Peanut/Peanut Butter, Pecan, Pepper, Pistachio, Pumpkin, Rum, Sesame, Tea, Vinegar, Waffle, Wine, Yuzu

There was notable movement in the most popular flavors in the 2nd Quarter of 2023.

Vanilla, Strawberry, Chocolate, Orange, Black Raspberry, and Cherry remained the top 6 with Chocolate and Orange swapping 3rd and 4th positions. **Caramel, Peach, Lime** and **Butter** have moved up the list, while **Apple** moved down a few slots. **Mango** and **Bourbon/Whiskey** are new additions to the list this quarter, while **Apple** and **Lemon** fell off the list. Warm brown flavors, Stone Fruits and Berry flavors make up majority of the Top 15, citrus does make an appearance as well.

Rising trends show **Balsamic, Brandy, Bumbleberry, Dragonfruit, Lychee, and Juniper Berry** flavors holding on. Many new flavors were added this quarter. Fun trend flavors like **Dill Pickle, French Toast, Flan, Marshmallow, Waffle** and cocktail trends are on the rise with **Cosmopolitan, Gin, Grenadine, Mojito, and Moscow Mule** moving up. Falling trends this quarter include **Adzuki Bean, Barbecue (BBQ), Curry, Grog, Olive Oil, Persimmon, Rambutan, and Rosemary**.

**Weber samples are available!**

Please call our toll-free number (800) 558-9078 or visit us at [weberflavors.com](http://weberflavors.com).

