



Weber Flavors Trends

3rd Quarter 2023

Top 15 Flavors Sampled

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



Flavor Trends: Seen & Noted

RIISING TRENDS (Flavors that are increasing in popularity):

Banana, Basil, Beer, Bergamot, Blackberry, Blue Moon, Coffee/Cappuccino/Espresso, Carrot, Chamomile, Champagne, Churro, Cola, Corn, Cream Cheese, Elderberry, Frosting, Fruity Cereal, Fruit Punch, Gin, Grape, Hazelnut, Hemp, Jamaica, Jasmine, Irish Cream, Kiwi, Marshmallow, Mocha, Mojito, Nougat, Oak, Peppermint, Pomegranate, Popcorn, Red Velvet, Rum, Tea/Green Tea, Toasted Sesame, Tequila, Toffee, Venetian, Watermelon

Brandy, Gin, Mojito, and Rum remain in the rising trends along with other alcohol-related flavors such as **Champagne, Irish Cream, and Tequila.**

Exotic fruits like **Cherimoya, Dragonfruit, Lychee, and Mangosteen** have fallen off the rising trends while more conventional fruit flavors such as **Banana, Blackberry, Grape, Kiwi,** and **Watermelon** remain trending.

Herbal and spice flavors like **Basil, Cola, Hemp, Mint/Peppermint,** and **Oak** as well as tea-related flavors like **Bergamot, Chamomile, Green Tea** and **Jasmine** continue to trend while **Cilantro, Cinnamon, Ginger, Lavender** have fallen off the list.

Last quarter saw a rise in more savory flavors such as **Balsamic, Broth, Dill Pickle, Mustard, and Vinegar.** This quarters is seeing a rise in sweet/dessert flavors like **Frosting, Fruity Cereal, Nougat, Marshmallow, Red Velvet,** and **Toffee.**

Balsamic, Bubble Gum, Chambord, Cowboy Candy, Fireweed, and **Chamoy** all fell off the trending list this quarter while more traditional flavors shined including some **Coffee** and **Nut** variations and sweet dessert type flavors.

Weber samples are available!

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

