



# Weber Flavors Trends

1st Quarter 2024

## Top 15 Flavors Sampled

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



## Flavor Trends: Seen & Noted

**RISING TRENDS** (Flavors increasing in popularity):

**Banana, Beer, Blood Orange, Cereal, Cheesecake, Cinnamon/Bun/Roll, Citrus Blend/Punch, Cocoa, Coffee, Cola, Cotton Candy, Cranberry, Cream Cheese, Crème Brulee, Custard, Grapefruit, Green Tea, Huckleberry, Lemon, Lime, Malt, Mango, Mixed Berry, Passionfruit, Pistachio, Plum, Prickly Pear, Raspberry, Tropical/Blend/Breeze/Punch, Ube, Whiskey, Wine**

This quarter saw more traditional flavors making a comeback. **Herbal and Savory** flavors seem to be on a downward trend while fruity and sweet flavors are on the rise.

The few **Herbal and Spice** flavors on the rise this quarter are **Cinnamon** and **Green Tea**.

Alcohol-themed flavors are still rising in popularity, but are leaning more towards the

generic alcohol flavors such as **Beer, Bourbon/Whiskey,** and **Wine** vs. more exotic cocktail flavors.

The sweet bakery & dessert trend continues with flavors such as **Cheesecake/Cream Cheese, Cotton Candy, Creme Brulee,** and **Custard** flavors.

Sour and Tangy citrus flavors are on the rise heading into spring and summer with **Citrus Blend/Punch, Lemon, Lime & Grapefruit** on the rise.

Sweet fruits like **Banana, Passionfruit, Plum, Prickly Pear** are all on the rise this quarter. **Cranberry** and **Huckleberry** have also held their place on the list.

**Weber samples are available!**  
**Please call our toll-free number**  
**(800) 558-9078 or visit us at**  
**weberflavors.com.**

