



Weber Flavors Trends

2nd Quarter 2024

Top 15 Flavors Sampled

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



Flavor Trends: Seen & Noted

RISING TRENDS (Flavors increasing in popularity): **Amaretto, Apricot, Avocado, Banana Bread, Basil, Blackberry, Bubble Gum, Cannoli, Cappuccino/Coffee/Espresso, Cheesecake, Coconut, Currant, Custard, Daiquiri, Dragonfruit, Fig, Fruit Punch, Goji Berry, Grape, Guanabana, Guava, Jalapeno Pepper, Kiwi, Lavender, Licorice, Lychee, Marshmallow, Melon, Mojito, Papaya, Passionfruit, Peanut/Peanut Butter, Pear, Pineapple, Pomegranate, Pretzel, Pumpkin, Rhubarb, Root Beer, Spice Blend, Starfruit, Tamarind, Tangelo, Tangerine, Tarragon, Tequila, Venetian, Violet, Watermelon**

This quarter saw a notable introduction of exotic and complex flavors, such as **Dragonfruit, Guanabana, Lychee,** and **Tamarind,** indicating a trend towards more diverse and unique flavor profiles.

Herbal & Floral Flavors making an appearance this quarter include **Basil, Lavender, Spice**

Blend, Tarragon, and **Violet.**

Alcohol-themed flavors seem to be waning in popularity with **Tequila** rising.

The sweet bakery & candy trends continue with flavors such as **Banana Bread, Cheesecake, Bubble Gum, Custard,** and **Marshmallow.**

Sour and Tangy Citrus flavor and Tropical Flavors continue to rise as summer has started. **Lemon and Lime** breaking into the top 15, and **Coconut, Dragonfruit, Papaya,** and **Pineapple** on the rise. **Mango** also rose several positions in the top 15.

In the Top 15, **Vanilla** and **Strawberry** remain as the top 2, while **Bourbon/Whiskey,** and **Mint/Peppermint** both fell off the list. The rest of the the flavors from the 1st quarter remain, but have slightly shifted position.

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

