



Weber Flavors Trends

3rd Quarter 2024

Top 15 Flavors Sampled

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



Flavor Trends: Seen & Noted

RISING TRENDS (Flavors increasing in popularity): **Brown Sugar, Chai Tea, Chamoy, Churro, Cinnamon/Cinnamon Bun/Roll, Clove, Cookie Dough, Corn/Candy Corn, Cranberry, Cucumber, Date, Dulce de Leche, Egnog, Ginger/Gingerbread, Hazelnut, Heat, Juniper Berry, Licorice, Maple, Nutmeg, Oatmeal, Pecan, Praline, Pumpkin/Pumpkin Pie/Pumpkin Spice, Rum, Smoke, S'mores, Snickerdoodle, Speculoos (Cookie Butter), Toasted Marshmallow, Tutti-Frutti, Verbena, Vodka, Watermelon**

This quarter saw big changes in the rising trends list with only **Licorice, Pumpkin,** and **Watermelon** carrying over from Quarter 2.

Sweet & Dessert-Inspired flavors making an appearance this quarter include **Brown Sugar, Churro, Cookie Dough, Dulce de Leche, S'mores, Snickerdoodle,** and **Pumpkin Pie/Spice.**

Spice and Warm Aromatic flavors are on the

rise as we lead into fall and winter. **Chai Tea, Cinnamon, Clover, Nutmeg** and **Ginger** are all present in this category.

Alcohol-themed flavors are holding on with **Tequila** falling off the list, but with **Rum** and **Vodka** rising.

Nutty and Earthy flavors are also on the rise on the lead in to Autumn with **Hazelnut, Pecan, Praline** and **Smoke** flavors rising onto the list.

In the Top 15, **Vanilla, Strawberry, Orange,** and **Chocolate** remain as the top 4. **Mango, Lime/Key Lime, Cake/Cake Batter** and **Blueberry** all moved up slightly. **Apple/Spiced Apple/Sour Apple** and **Caramel/Salted Caramel** moved down a few spots. **Mint/Peppermint/Spearmint** is back on the list after falling off last quarter and **Lemon/Lemonade** has fallen off the list completely.

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

