



Weber Flavors Trends

4th Quarter 2024

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. Cherry, Black Cherry
7. Peach, Peach Cobbler
8. Caramel, Salted Caramel
9. Raspberry, Black Raspberry
10. Bourbon
11. Lime/Key Lime
12. Mango
13. Mint/Peppermint/ Spearmint/ Crème de Menthe
14. Cake, Cake Batter
15. Cinnamon/Cinnamon Bun



Flavor Trends: Seen & Noted

RISING TRENDS (Flavors increasing in popularity): **Acerola, Adzuki, Almond, Amaretto, Avocado, Bacon, Baklava, Bergamot, Bilberry, Blue Curacao, Boysenberry, Brandy, Bubble Gum, Bumbleberry, Candy Bar, Cereal/Fruity Cereal, Churro, Citrus Blend/Punch, Cookies & Cream, Cool Ranch, Cosmopolitan, Cotton Candy, Cranberry, Dew, Durian, Elderberry, Elderflower, Grapefruit, Hibiscus, Honeysuckle, Jackfruit, Maqui Berry, Oak, Peanut/Roasted Peanut, Plum, Pretzel, Prickly Pear, Soursop, Sweet Potato, Taffy, Taro, Tequila, Tiger's Blood, Tiramisu, Tres Leches, Triple Berry, Triple Sec, Ube, Venetian, Walnut, Wasabi, Whiskey, Wildberry**

The final quarter of 2024 saw more big changes in the rising trends list with only **Cranberry**, and **Churro** carrying over from Q3.

Seasonal Inspired flavors that dominated Q3 have fallen off the list as trends moved more towards global flavors like **Adzuki, Ube, Taro,**

Wasabi, Durian and **Bergamot** and floral flavors like **Hibiscus, Elderflower, Honeysuckle, and Oak.**

Savory flavors are on the rise as we lead into winter with **Cool Ranch, Wasabi, and Bacon** flavors trending.

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

Nostalgic dessert flavors are also on the move with **Churro, Cookies & Cream,** and **Cotton Candy** flavors rising onto the list.

In the Top 15, **Vanilla** and **Strawberry** remain as 1 and 2 with **Chocolate** overtaking **Orange** in the top 4. **Caramel/Salted Caramel, Mint, Apple, Cherry** and **Lime** all moved up on the list, while **Cake** and **Raspberry** showed some downward movement. **Bourbon** and **Cinnamon** are newcomers to the list and **Butter/Butterscotch/Butter Pecan** and **Blueberry/Blueberry Muffin** have fallen off the list completely.

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

