



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.

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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.

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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.

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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.

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