



Weber Flavors Trends

1st Quarter 2025

Top 15 Flavors Sampled

1. Vanilla
2. Strawberry
3. Orange, Blood Orange, Orange Cream
4. Chocolate, Cocoa
5. Raspberry, Black Raspberry
6. Cherry, Black Cherry
7. Apple, Spiced Apple, Sour Apple
8. Lime, Key Lime
9. Peach, Peach Cobbler
10. Caramel, Salted Caramel
11. Mango
12. Blueberry
13. Bourbon
14. Cookie, Cookie Dough, Cookies & Cream
15. Lemon



Flavor Trends: Seen & Noted

RIISING TRENDS (Flavors increasing in popularity): **Amaretto, Bacon, Banana, Blue Moon, Buttermilk, Chili Pepper, Coconut, Cognac, Cola, Cool Ranch, Corn, Cotton Candy, Cream, Cucumber, Daiquiri, Dill/ Dill Pickle, Dragonfruit, Gin, Grape, Honey, Honeydew, Lavender, Licorice, Limoncello, Macadamia Nut, Margarita, Melon, Piña Colada, Plum, Prickly Pear, Rhubarb, Rice, Rum, Smoke, Tamarind, Taro, Tea, Ube, Vinegar**

2025 is starting off strong with big shakeups in the rising trends.

Beverages & Alcoholic Flavors gained Momentum. While some spirits (Brandy and Whiskey) dropped off, there's a shift toward cocktail-inspired flavors with **Limoncello, Daiquiri, Margarita, Pina Colada, and Rum.**

Dairy and creamy profiles held on, but with some changes. Instead of rich desserts like **Tiramisu** and **Tres Leches**, lighter dairy-based flavors like **Buttermilk** and **Cream** emerged.

Fruit flavor trends have shifted with some superfruits and berries declining (**Maqui Berry, Elderberry, Wildberry** and **Boysenberry**). There is a shift to tropical (**Coconut, Dragonfruit, Tamarind, Honeydew**) and nostalgic flavors like **Banana** and **Blue Moon** (a classic Midwest ice cream flavor).

Shifting trends in savory profiles show that instead of nutty or woody flavors (**Oak, Peanut, Pretzel, Wasabi**), the trend is moving toward savory, tangy, and fermented flavors like **Vinegar, Pickle, and Chili Pepper.**

In the Top 15, **Vanilla** and **Strawberry** remain as 1 and 2 with **Orange** and **Chocolate** swapping places in the top 4. **Raspberry, Lime, and Mango** all moved up on the list, while **Apple, Peach, Caramel** and **Bourbon** showed some downward movement. **Blueberry, Cookie, and Lemon** are newcomers to the list and **Cake, Mint** and **Cinnamon** 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.

