



Weber Flavors Trends

3rd Quarter 2025

Top 15 Flavors Sampled

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



Flavor Trends: Seen & Noted

RIISING TRENDS (Flavors increasing in popularity): **Beer, Blue Moon, Chai, Cheesecake, Cookie/Sugar Cookie/Speculoos, Cotton Candy, Cranberry, Cream Cheese, Cucumber, Eggnog, Fruit Punch, Ginger/Gingerbread, Hazelnut, Lavender, Maple, Marshmallow/Toasted Marshmallow, Pandan, Pina Colada, Pomegranate, Pumpkin/Pumpkin Spice, Root Beer, Rum Raisin, Toffee**

The rising trends have shifted to more dessert, spice, and nostalgic-inspired flavors as well as seasonal and holiday classics.

Dessert inspired flavors have gained popularity with **Cream Cheese/Cheesecake, Cookie,** and **Toffee** all rising up the ranks.

Spice, Floral and Herb Profiles are up with **Pumpkin Spice, Ginger/Gingerbread, Root Beer, Chai** and **Lavender** appearing on the list.

Fruit flavors have fallen off slightly with only **Pomegranate, Fruit Punch,** and **Watermelon**

showing solid increases in popularity.

Nostalgic flavors have also seen a lift with **Marshmallow, Blue Moon, Pina Colada, Eggnog, Hazelnut,** and **Gingerbread** rising.

In the Top 15, Vanilla holds the top spot while **Orange** moves down a notch this quarter to the number 3 spot as **Strawberry** moves back up to number 2. **Raspberry** and **Caramel** both moved up a notch to numbers 4 and 5 pushing **Chocolate** all the way down to the 6th spot.

Mint makes its way back onto the list all the way up to the number 8 position. **Apple** moved up 4 positions to number 10 and **Peach** moved down to 11. **Coconut** also made it back on the list at 13. **Butter** dropped a few spots to number 14 and **Blueberry** maintained the number 15 spot. **Mango** and **Lemon** dropped off the list completely as the seasonal push towards fall flavors moved in.

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

