



# Weber Flavors Trends

1st Quarter 2026

## Top 15 Flavors Sampled

1. Vanilla
2. Strawberry
3. Orange, Blood Orange, Orange Cream
4. Raspberry, Black Raspberry
5. Chocolate, Cocoa
6. Cherry, Black Cherry
7. Cake, Birthday Cake, Cake Batter
8. Caramel, Salted Caramel
9. Apple, Spiced Apple, Sour Apple
10. Mint, Peppermint, Spearmint, Crème de Menthe
11. Mango
12. Cookie
13. Blueberry, Blueberry Muffin
14. Lime, Key Lime
15. Banana, Banana Bread



## Flavor Trends: Seen & Noted

**RISING TRENDS** (Flavors increasing in popularity): **Bacon, Bourbon, Cantaloupe, Cereal/Fruity Cereal/Cereal Milk, Cream Cheese, Cheesecake, Churro, Citrus Blend/Punch, Coffee/Cappuccino/Espresso, Cola, Cookie/Cookies & Cream, Cotton Candy, Elderberry, French Toast, Guava, Hazelnut, Hibiscus, Honey, Huckleberry, Kiwi, Lavender, Lemon, Mango, Maple, Melon, Milk, Pancake, Peanut Butter, Pear, Pickle/Dill Pickle, Pistachio, Pomegranate, Pumpkin/Pumpkin Pie, Tamarind, Tangerine, Tea**

**The big picture in rising trends is a shift from exotic, complex and holiday/seasonal flavors to familiar, comforting and everyday favorite flavors.**

Breakfast inspired flavors have gained popularity with **Maple, Pancake, French Toast** and **Cereal** flavors all rising up the ranks.

Classic and nostalgic dessert flavors are up with **Cheesecake, Churro, Cookie/Cookies & Cream,** and **Cotton Candy** appearing on the list.

Fruit flavors on the rise with **Cantaloupe/Melon, Pear, Tangerine, Pomegranate, Huckleberry, Guava** and **Kiwi** showing solid increases in popularity.

Other trending categories include Savory with **Bacon** and **Pickle** flavors increasing and Beverage Inspired with **Coffee, Cola,** and **Tea** flavors rising.

Trends that fell off this quarter include *Exotic fruits* like **Dragonfruit** and **Soursop,** *Specialty Desserts* like **Tiramisu** and **Cannoli,** *Spice/Heat* flavors like **Cardamom** and **Chipotle Pepper,** and *Alcohol & Holiday* flavors like **Brandy** and **Eggnog.**

**In the Top 15: Vanilla** holds the top spot while **Orange** and **Strawberry** swapped the 2nd and 3rd spots. **Raspberry, Chocolate** and **Cherry** all held on to the 4th, 5th and 6th positions. **Cake** flavor had completely fallen from the list last quarter and has shot up to number 7 this quarter. **Caramel** and **Apple** held on to 8 and 9. **Mint** has moved up 4 spots to number 10. **Mango** moved down one spot to 11, while **Cookie** moved up 1 spot to 12. **Blueberry** moved down 2 spots to 13 and **Lime** moved down 5 spots to 14. **Banana** made its way onto the list after a while off, rounding out the Top 15 while **Butter/Buttercream/Butterscotch** dropped from this list this quarter.

**Weber samples are available!**  
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