



Weber Flavors Trends

3rd Quarter 2026

Top 15 Flavors Sampled

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|---|---------------------------------------|
| 1. Vanilla | Butter Pecan, Butterscotch |
| 2. Strawberry | |
| 3. Orange, Blood Orange, Orange Cream | 9. Caramel, Salted Caramel |
| 4. Chocolate, Cocoa | 10. Lime, Key Lime |
| 5. Raspberry, Black Raspberry, Blue Raspberry | 11. Mango |
| 6. Apple, Spiced Apple, Sour Apple | 12. Cake, Birthday Cake, Cake Batter |
| 7. Cherry, Black Cherry, Cherry Cola | 13. Peach, Peach Cobbler |
| 8. Butter, Buttercream, | 14. Mint, Peppermint, Creme De Menthe |
| | 15. Blueberry, Blueberry Muffin |



Flavor Trends: Seen & Noted

RIISING TRENDS (Flavors increasing in popularity): **Agave, Banana, Basil, Beer, Bourbon, Bread, Brownie Batter, Cereal/Fruity Cereal/Cereal Milk, Cinnamon Bun/Roll, Coconut/Coconut Cream, Cola, Corn/Candy Corn, Cranberry, Cream/Sweet Cream, Cucumber, Eggnog, Garlic, Ginger/Gingerbread Graham, Honey, Lavender, Papaya, Peanut Butter, Pear, Pecan, Pickle/Dill Pickle, Pistachio, Pumpkin/Pumpkin Pie/Pumpkin Spice, Rhubarb, Tequila**

This quarter has seen quite a change in rising trends as we shift into the colder “ber” months.

Bakery/comfort inspired flavors have gained popularity with **Bread, Brownie Batter, Cinnamon Bun/Roll, Cereal/Fruity Cereal, Ginger/Gingerbread, Pecan** and **Eggnog** flavors all rising up the ranks.

Botanical and Savory flavors are up with **Basil, Cucumber, Garlic, Pickler/Dill Pickle, Lavender** and **Agave** appearing on the list.

Alcoholic flavor profiles continue, but in addition to **Bourbon, Beer, Tequila**, and **Cola** have all moved up on the list.

Flavors that have carried over from last quarter to this quarter include **Pickle, Pistachio, Cereal, Bourbon, Lavender, Peanut Butter, Pear** and **Cola**, suggesting that these trends are not just seasonally popular flavors.

Fruit flavor trends have shifted this quarter, with **Banana, Coconut, Cranberry, Papaya**, and **Rhubarb** coming up over the more tropical and spring/summer seasonal fruits from the previous quarter.

In the Top 15: Vanilla, Strawberry and **Orange** held onto the top 3 spots. **Apple** flew up the list 7 spots going all the way from 13 to 6 as we head into fall. **Chocolate** and **Peach** jumped in rank rising to 4 and 13 from 6 and 15. **Caramel** and **Butter** both moved up 1 position in the list as well. Falling down the list this quarter are **Lime, Blueberry** and **Mango**, all dropping 3 spots in the list. **Cherry, Cake** and **Raspberry** all dropped slightly. **Cookie** dropped off the list completely leaving room for **Mint/Peppermint** to make an appearance as we approach the winter months and see a resurgence in popular seasonal flavors.

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

