



# Weber Flavors Trends

1st Quarter 2022

## Top 15 Flavors Sampled

1. Vanilla
2. Cake, Cake Batter
3. Chocolate
4. Orange, Blood Orange, Orange Cream
5. Strawberry
6. Cherry, Black Cherry
7. Raspberry, Black Raspberry
8. Peach, Peach Cobbler, Peaches & Cream
9. Blueberry, Blueberry Muffin
10. Butter, Butter Pecan, Butter Rum, Butterscotch
12. Apple, Spiced Apple, Sour Apple
13. Mint, Peppermint, Spearmint
14. Caramel, Salted Caramel
15. Lemon, Lemonade



## Flavor Trends: Seen & Noted

There was notable movement in the most popular flavors in the first quarter of 2022.

While **Vanilla** and **Chocolate** remained in the top three most popular flavors, **Cake/Cake Batter** moved up several spaces into the second spot.

More northern fruits such as **Apple**, **Peach**, and **Cherry**, and berries like **Raspberry** and **Blueberry** gained more popularity than the citrus flavors of **Orange**, **Lime**, and **Grapefruit**, though **Lemon** and **Lemonade** took a substantial leap. "Sweet" and "Brown" flavors like **Caramel** and

**Butter/Butter Pecan** remain in the top spots as well.

Falling trends are more seasonal flavors such as **Gingerbread**, **Cranberry**, and **Pumpkin**.

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### **RIISING TRENDS** (Flavors that are increasing in popularity):

Almond, Apricot, Banana, Blackberry, Bubble Gum, Buttermilk Cake, Cheesecake, Chocolate Brownie, Cloudberry, Coffee/Esspresso, Coconut, Cotton Candy, Custard, Fruit Punch, Irish Cream, Key Lime, Kiwi, Lavender, Marshmallow, Passionfruit, Pina Colada, Pistachio, Ricotta Cheese, Tangerine, Tea, Watermelon





# Weber Flavors Trends

2nd Quarter 2022

## Top 15 Flavors Sampled

- |  |   |
|--|---|
| 1. Vanilla   | 9. Bourbon                                |
| 2. Strawberry  | 10. Mint,<br>Peppermint,<br>Spearmint     |
| 3. Orange,<br>Blood Orange,<br>Orange Cream                | 12. Peach, Peach<br>Cobbler               |
| 4. Raspberry,<br>Black Raspberry                           | 13. Apple,<br>Spiced Apple,<br>Sour Apple |
| 5. Chocolate, Cocoa  | 14. Mango                                 |
| 6. Carmel, Salted<br>Caramel                               | 15. Lemon,<br>Lemonade                    |
| 7. Cherry,<br>Black Cherry                                 |   |
| 8. Butter,<br>Butter Pecan,<br>Butter Rum,<br>Butterscotch |   |



## Flavor Trends: Seen & Noted

### **RIISING TRENDS** (Flavors that are increasing in popularity):

Acai, Acerola, Adzuki Bean, Agave, Aloe Vera, Avocado, B-52, Balsamic, Banana, Basil, Beer, Bergamot, Bilberry, Blue Curacao, Boysenberry, Brandy, Candy Bar, Cantaloupe, Cheese, Chestnut, Churro, Cilantro, Clementine, Clove, Coconut, Cookie, Corn, Cosmopolitan, Croissant, Cucumber, Dill, Elderberry, Fig, Ginger, Honey, Jackfruit, Kiwi, Lavender, Mango, Marshmallow, Melon, Mojito, Muffin, Pear, Rosemary, Tea, Wine

There was notable movement in the most popular flavors in the second quarter of 2022.

While **Vanilla** remained in the top

spot, **Strawberry** has moved back up into the top three and **Chocolate** moved down a few spots, but remains in the top five. While in the third spot in the first quarter **Cake/Cake Batter** has fallen off the top 15 completely.

Specialty cocktail flavors such as **B-52**, **Cosmopolitan** and **Mojito**, and summer fruits like **Cantaloupe** and **Raspberry** gained popularity coming into summer. "Sweet" and "Brown" flavors like **Caramel** and **Butter/Butter Pecan** remain in the top spots as well as **Cookie**, **Churro**, and **Muffin** moving up in the rising trends.

Falling trends are more seasonal flavors such as **Cake** and **Coffee**.

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# Weber Flavors Trends

3rd Quarter 2022

## Top 15 Flavors Sampled

- |   |   |
|---|---|
| 1. Vanilla                                  | 9. Cherry,<br>Black Cherry                                  |
| 2. Strawberry                               | 10. Mango   |
| 3. Chocolate, Cocoa                         | 11. Bourbon   |
| 4. Orange,<br>Blood Orange,<br>Orange Cream | 12. Pumpkin/<br>Pumpkin Pie/<br>Pumpkin Spice               |
| 5. Carmel, Salted<br>Caramel                | 13. Butter,<br>Butter Pecan,<br>Butter Rum,<br>Butterscotch |
| 6. Mint,<br>Peppermint,<br>Spearmint        | 14. Lime/Key Lime   |
| 7. Apple,<br>Spiced Apple,<br>Sour Apple    | 15. Blueberry   |
| 8. Raspberry,<br>Black Raspberry            |   |



## Flavor Trends: Seen & Noted

### **RIISING TRENDS** (Flavors that are increasing in popularity):

Amaretto, Bacon, Banana, Cake, Coconut, Cookie, Espresso, Grape, Jalapeno Pepper, Lavender, Lemonade, Malt, Marshmallow, Mixed Berry, Passionfruit, Pineapple, Root Beer, S'Mores, Tangerine, Tropical/Blend/Breeze/Punch, Tutti Frutti, Wildberry

There was notable movement in the most popular flavors in the third quarter of 2022.

**Vanilla** holds firm in the Number 1 position, **Strawberry** held on to the Number 2 position and Chocolate

is back up in the Top 3 after moving down to the 5th position last quarter. In a move towards warm brown flavors heading into the fall season, **Caramel** and **Mint** have both moved up the list and **Pumpkin/Pumpkin Spice** has made it's way onto the list.

Tropical Fruits such as **Coconut**, **Passionfruit**, **Mango** and **Pineapple** and summer berries like **Mixed Berry** and **Wildberry** gained popularity throughout the summer. "Sweet" and "Brown" flavors like **Bourbon** and **Butter/Butter Pecan** remain in the top spots as well as **Cookie**, **Cake**, **Root Beer** and **S'mores** moving up in the rising trends.

Falling trends are more seasonal summer flavors such as **Cucumber** and **Melon**.

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# Weber Flavors Trends

4th Quarter 2022

## Top 15 Flavors Sampled

- |                                       |                                |
|---------------------------------------|--------------------------------|
| 1. Vanilla/Pure Vanilla               | 9. Mint, Peppermint, Spearmint |
| 2. Strawberry                         | 10. Lemon/Lemonade             |
| 3. Chocolate, Cocoa                   | 11. Cake/Cake Batter           |
| 4. Orange, Blood Orange, Orange Cream | 12. Pineapple                  |
| 5. Raspberry, Black Raspberry         | 13. Carmel, Salted Caramel     |
| 6. Cherry, Black Cherry               | 14. Watermelon                 |
| 7. Mango                              | 15. Coconut                    |
| 8. Apple, Spiced Apple, Sour Apple    |                                |



## Flavor Trends: Seen & Noted

**RISING TRENDS** (Flavors that are increasing in popularity):

Bacon, Banana, Beer, Blueberry, Cookie/Cookie Butter/Speculoos/Sugar Cookie, Cranberry, Eggnog, Espresso, Fruit Punch, Gingerbread, Grapefruit, Lime, Lychee, Malt, Marshmallow, Milk, Mixed Berry, Passionfruit, Pistachio, Plum, Pumpkin, Root Beer, Tea, Tropical/Blend/Breeze/Punch, Wildberry, Yuzu

There was notable movement in the most popular flavors in the fourth quarter of 2022.

**Vanilla, Strawberry, and Chocolate** holds on to the top 3 position. **Apple and Raspberry** have moved

up the list, while **Cherry** moved down a few slots. **Lemon** made it into the top list this quarter while **Lime** and **Blueberry** fell off the list. **Mint** and **Caramel** have moved down the list, while **Butter, Bourbon, and Pumpkin** have moved out of the top 15 completely. This has moved the warm brown flavors out of favor to make room for Tropical/Summer fruits like **Coconut, Mango, Pineapple** and **Watermelon** as well as **Cake/Cake Batter** flavors to make the Top 15.

Rising trends show **Bacon, Beer, Banana, Cookie, Malt, and Lychee** flavors holding on as well as **Mixed Berry** and **Wildberry**. Seasonal flavors like **Cranberry, Eggnog, Gingerbread, and Plum** moved on to rising trends as well.

Falling trends are this quarter are **Amaretto, Jalapeño Pepper** and **S'Mores**.

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