



Weber Flavors Trends

1st Quarter 2023

Top 15 Flavors Sampled

1. Vanilla/Pure Vanilla
2. Strawberry
3. Chocolate, Cocoa
4. Orange, Blood Orange, Orange Cream
5. Raspberry, Black Raspberry
6. Cherry, Black Cherry
7. Blueberry
8. Carmel, Salted Caramel
9. Cake/Cake Batter
10. Apple, Spiced Apple, Sour Apple
11. Butter, Butterscotch, Butter Pecan
12. Lime, Key Lime
13. Lemon/Lemonade
14. Banana
15. Peach



Flavor Trends: Seen & Noted

RISING TRENDS (Flavors that are increasing in popularity):

Adzuki Bean, Balsamic, Barbeque (BBQ), Bergamot, Blue Moon, Brandy, Bumbleberry, Cardamom, Carob, Carrot, Cereal, Chamomile, Chamoy, Chinotto, Cognac, Cowboy Candy, Curry, Date, Dill Pickle, Dragonfruit, Drambuie, Durian, Elderberry, Espresso, Fennel, Fireweed, Five Spice, Goji Berry, Gooseberry, Grapefruit, Grenadine, Grilled Fruit, Grog, Hemp, Hibiscus, Honey, Honeydew, Honeysuckle, Hops, Jasmine, Jostaberry, Juniper Berry, Kola Nut, Kombucha, Kulfa/Kulfi, Mangosteen, Maqui Berry, Marigold, Mayan Spice, Meringue, Nougat, Nutmeg, Oak, Oat/Oatmeal, Olive Oil, Pandan, Persimmon, Pie Crust, Pomelo, Rambutan, Rosemary, Scotch, Starfruit, Tangelo, Taro, Tarragon, Teaberry, Tiramisu, Tonic, Venetian, Waffle, Wine, Woodruff, Yogurt

There was notable movement in the most popular flavors in the 1st Quarter of 2023

Vanilla, Strawberry, Chocolate, Orange, Black Raspberry, and Cherry held their positions as top 6. **Caramel** and **Cake** have moved up the list, while **Apple, Lemon, and Lime** moved down a few slots. **Peach, Banana, Blueberry and Butter** made it into the top list this quarter while **Coconut, Mint, Pineapple, and Watermelon** fell off the list. While warm brown flavors have held a few slots, Citrus, Stone Fruits and Berry flavors make up most of the Top 15.

Rising trends show **Beer, Banana, Lychee, and Espresso** flavors holding on. Many new flavors were added this quarter. Seasonal flavors like **Balsamic, Barbecue, Chamoy, and Dragonfruit** and floral trends like **Hibiscus, Fireweed, Jasmine, and Honeysuckle** moved up. Falling trends this quarter are **Bacon, Cookie, Gingerbread, Pumpkin, and Wildberry**.

Weber samples are available!

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Weber Flavors Trends

2nd Quarter 2023

Top 15 Flavors Sampled

1. Vanilla/Pure Vanilla
2. Strawberry
3. Orange, Blood Orange, Orange Cream
4. Chocolate, Cocoa
5. Raspberry, Black Raspberry
6. Cherry, Black Cherry
7. Carmel, Salted Caramel
8. Butter, Butterscotch, Butter Pecan
9. Mango
10. Cake, Cake Batter
11. Lime, Key Lime
12. Apple, Spiced Apple, Sour Apple
13. Bourbon, Whiskey
14. Peach, Peach Cobbler
15. Blueberry



Flavor Trends: Seen & Noted

RISING TRENDS (Flavors that are increasing in popularity):

Balsamic, Brandy, Bread, Broth, Bubble Gum, Bumbleberry, Cardamom, Cashew, Cereal, Chambord, Chamomile, Chamoy, Cheese, Cherimoya, Chinotto, Churro, Cilantro, Cinnamon, Citron/Citrus Blend, Clementine, Coconut, Coffee, Cognac, Cookie, Corn, Cosmopolitan, Cowboy Candy, Cotton Candy, Cucumber/Cucumber Lime, Currant, Date, Dill Pickle, Dragonfruit, Elderberry, Fig, Fireweed, Flan, French Toast, Gardenia, Gin, Ginger, Goji Berry, Grenadine, Guava, Honey, Horchata, Huckleberry, Juniper Berry, Kiwi, Lavender, Lemon, Licorice, Lychee, Mangosteen, Maple, Marshmallow, Melon, Milk, Mint, Mojito, Moscow Mule, Mustard, Nutmeg, Oat, Pancake, Peanut/Peanut Butter, Pecan, Pepper, Pistachio, Pumpkin, Rum, Sesame, Tea, Vinegar, Waffle, Wine, Yuzu

There was notable movement in the most popular flavors in the 2nd Quarter of 2023.

Vanilla, Strawberry, Chocolate, Orange, Black Raspberry, and Cherry remained the top 6 with Chocolate and Orange swapping 3rd and 4th positions. **Caramel, Peach, Lime** and **Butter** have moved up the list, while **Apple** moved down a few slots. **Mango** and **Bourbon/Whiskey** are new additions to the list this quarter, while **Apple** and **Lemon** fell off the list. Warm brown flavors, Stone Fruits and Berry flavors make up majority of the Top 15, citrus does make an appearance as well.

Rising trends show **Balsamic, Brandy, Bumbleberry, Dragonfruit, Lychee, and Juniper Berry** flavors holding on. Many new flavors were added this quarter. Fun trend flavors like **Dill Pickle, French Toast, Flan, Marshmallow, Waffle** and cocktail trends are on the rise with **Cosmopolitan, Gin, Grenadine, Mojito, and Moscow Mule** moving up. Falling trends this quarter include **Adzuki Bean, Barbecue (BBQ), Curry, Grog, Olive Oil, Persimmon, Rambutan, and Rosemary**.

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Weber Flavors Trends

3rd Quarter 2023

Top 15 Flavors Sampled

1. Vanilla/Pure Vanilla
2. Strawberry
3. Chocolate, Cocoa
4. Orange, Blood Orange, Orange Cream
5. Apple, Spiced Apple, Sour Apple
6. Peach, Peach Cobbler
7. Raspberry, Black Raspberry
8. Butter, Butterscotch,
9. Butter Pecan
9. Cake, Cake Batter
10. Blueberry, Blueberry Muffin
11. Cherry, Black Cherry
12. Mango
13. Carmel, Salted Caramel
14. Lime, Key Lime
15. Pumpkin, Pumpkin Pie/Spice



Flavor Trends: Seen & Noted

RIISING TRENDS (Flavors that are increasing in popularity):

Banana, Basil, Beer, Bergamot, Blackberry, Blue Moon, Coffee/Cappuccino/Espresso, Carrot, Chamomile, Champagne, Churro, Cola, Corn, Cream Cheese, Elderberry, Frosting, Fruity Cereal, Fruit Punch, Gin, Grape, Hazelnut, Hemp, Jamaica, Jasmine, Irish Cream, Kiwi, Marshmallow, Mocha, Mojito, Nougat, Oak, Peppermint, Pomegranate, Popcorn, Red Velvet, Rum, Tea/Green Tea, Toasted Sesame, Tequila, Toffee, Venetian, Watermelon

Brandy, Gin, Mojito, and Rum remain in the rising trends along with other alcohol-related flavors such as **Champagne, Irish Cream, and Tequila.**

Exotic fruits like **Cherimoya, Dragonfruit, Lychee, and Mangosteen** have fallen off the rising trends while more conventional fruit flavors such as **Banana, Blackberry, Grape, Kiwi,** and **Watermelon** remain trending.

Herbal and spice flavors like **Basil, Cola, Hemp, Mint/Peppermint,** and **Oak** as well as tea-related flavors like **Bergamot, Chamomile, Green Tea** and **Jasmine** continue to trend while **Cilantro, Cinnamon, Ginger, Lavender** have fallen off the list.

Last quarter saw a rise in more savory flavors such as **Balsamic, Broth, Dill Pickle, Mustard, and Vinegar.** This quarters is seeing a rise in sweet/dessert flavors like **Frosting, Fruity Cereal, Nougat, Marshmallow, Red Velvet,** and **Toffee.**

Balsamic, Bubble Gum, Chambord, Cowboy Candy, Fireweed, and **Chamoy** all fell off the trending list this quarter while more traditional flavors shined including some **Coffee** and **Nut** variations and sweet dessert type flavors.

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Weber Flavors Trends

4th Quarter 2023

Top 15 Flavors Sampled

1. Vanilla/Pure Vanilla
2. Strawberry
3. Orange, Blood Orange, Orange Cream
4. Chocolate, Cocoa
5. Raspberry, Black Raspberry
6. Apple, Spiced Apple, Sour Apple
7. Carmel, Salted Caramel
8. Blueberry, Blueberry Muffin
9. Cherry, Black Cherry
10. Butter, Butterscotch, Butter Pecan
11. Cookie
12. Cake, Cake Batter
13. Mint, Peppermint, Spearmint
14. Peach, Peach Cobbler
15. Bourbon



Flavor Trends: Seen & Noted

RISING TRENDS (Flavors increasing in popularity):

Anise, Avocado, Baklava, Boysenberry, Brandy, Bread, Cantaloupe, Cardamom, Chamoy, Chestnut, Clementine, Corn, Cranberry, Croissant, Cucumber/Cucumber-Lime, Currant (Black & Red), Curry, Daiquiri, Date, Dill Pickle, Donut, Dragonfruit, Eggnog, Fennel, Fig, Five Spice, Flan, French Toast, Ginger, Graham, Grenadine, Honey, Huckleberry, Hurricane, Lavender, Lingonberry, Mimosa, Mochi, Molasses, Nectarine, Nougat, Nutmeg, Oatmeal, Paloma, Pancake, Papaya, Peanut/Peanut Butter, Pear, Pecan, Persimmon, Pomelo, Popcorn, Potato, Pretzel, Prosecco, Prune, Raisin, Rhubarb, Spumoni, Sweet Potato, Taffy, Tamarind, Tiger Blood, Verbena, Vermouth, Vinegar, Violet, Waffle, Yumberry, Yuzu, Zabaglione

There were many exciting new trending flavors this quarter. Exotic and rare fruit flavors are seeing a rise in popularity including **Boysenberry, Bumbleberry,**

Currant, Dragonfruit, Papaya, Persimmon, Pomelo, and Yumberry.

This quarter's trends also include a broader range of **spice** and **herbal** flavors such as **Anise, Cardamom, Chamoy, Fennel, Five Spice, Ginger, Lavender,** and **Verbena.**

Savory flavors continue to trend upwards with **Dill Pickle** and **Vinegar** staying on the list and **Curry, Potato, Popcorn,** and **Pretzel** making an appearance this quarter.

Alcohol-themed flavors are still rising in popularity with the new additions of **Brandy, Daiquiri, Paloma, Prosecco, Vermouth,** and **Hurricane.**

The sweet bakery & dessert trend continues with flavors such as **Baklava, Flan, French Toast,** and **Pancake.**

Overall this quarter saw a rise in new and unique flavors with a decline in more traditional flavors.

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