

Differentiation through Flavor

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The 6th



BEVERAGE EXECUTIVE
Symposium



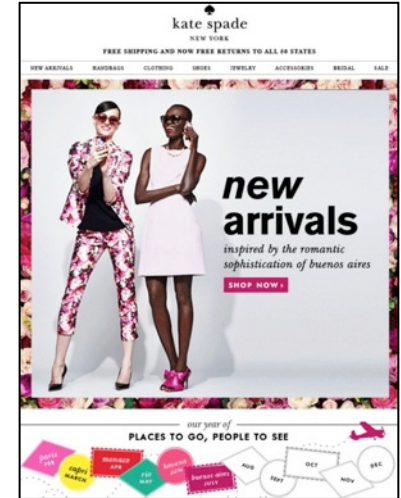
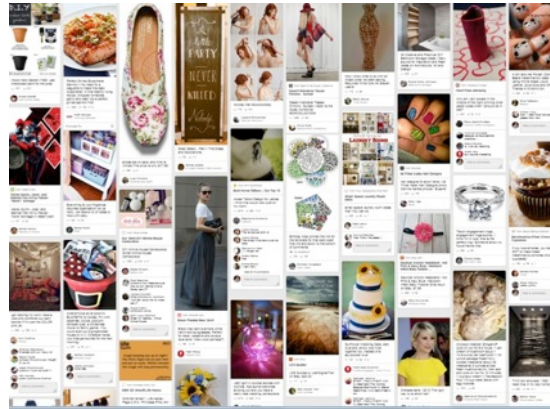
What is flavor and what does it do?

Melding of attitudes, ideas, and perceptions



Connect people to their needs and what they are “hungry” for:

- Transport
- Comfort
- Uniqueness
- Stimulate emotions
- Explore
- Indulge
- Excite





Where do flavor trends come from and how are they identified?





Global Trends & Trending Flavors

Sensory: Quest for adventure, novelty and indulgence (Millennials)

- New flavors/preparation/presentation, ethnic, premium ingredients
- Ginger, Lemongrass, Cardamon, Smoke, Cinnamon, Pepper

Comfort: Simplicity and tradition

- Oldies become new again, often w/twist
- Cupcake, Peanut Butter & Jelly, Baked and Sweet Treats

Health & Wellness: Mental and physical

- Fresh, natural, organic, sugar free, high quality, seasonal/local
- Tropical Fruits, Herbs, Florals, Honey



Top Beverage Flavors

Handcrafted Soda
Raspberry
Strawberry
Cherry
Orange
Vanilla
Peach
Lemon
Mango
Pomegranate
Blackberry

Iced Tea
Raspberry
Mango
Peach
Blackberry
Strawberry
Pomegranate
Lemon
Chai
Passion Fruit
Mint

Lemonade
Strawberry
Pink
Raspberry
Mango
Blackberry
Watermelon
Peach
Berry
Pomegranate
Pear

Smoothie
Strawberry
Strawberry Banana
Mango
Berry
Peach
Raspberry
Chocolate
Vanilla
Orange
Banana

Blackberry was named 2014 “Flavor of the Year” because of the antioxidant-rich health benefits and consumer’s desire to explore flavor with familiar concepts.



Top Beverage Flavors

Milkshakes
Vanilla
Chocolate
Strawberry
Oreo Cookie
Banana
Caramel
Coffee
Peanut Butter
Banana & Strawberry
Raspberry

Coffee
Mocha
Caramel
Vanilla
Hazelnut
Chocolate
French Vanilla
Raspberry
Cinnamon
White Chocolate
Caramel & Mocha

The top trending flavors are a mix of classic and seasonal favorites:

- Mocha & Peppermint
- Pumpkin
- Gingerbread

The flavors with the highest percentage of growth combine two or more flavors. They are indulgent, dessert-inspired flavors, often with candy inclusions (e.g., Oreo) and topped with whipped cream.

Thank You



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