FOOD AND BEVERAGE FLAVOR TRENDS REPORT

2023

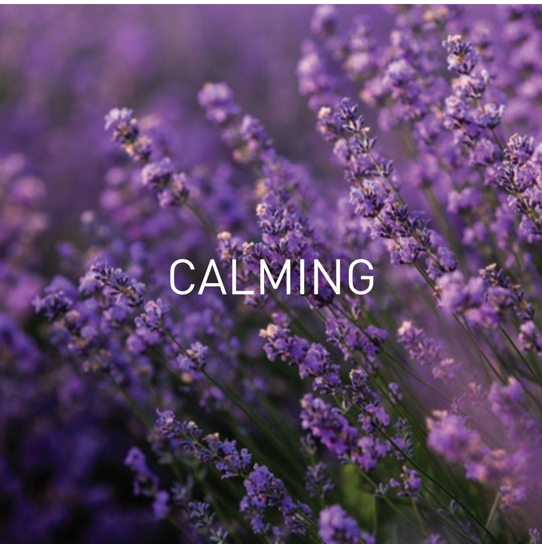
TOP OVERALL CONSUMER TRENDS

REDEFINING VALUE	SWEET HEAT FUSIONS	ENVIRONMENTAL CONSCIOUSNESS	MYSTIC MUSHROOMS
STREET FOOD	FAUX FISH	KOKUMI	FERMENTATION
SEA VEGETABLES MICROALGAE, KELP AND DULSE	CHILDHOOD CLASSICS REINVENTED WITH FUNCTIONALITY	LIMITED-EDITION EXCLUSIVES	ELEVATE THE BARBEQUE FOR HOMETAINMENT

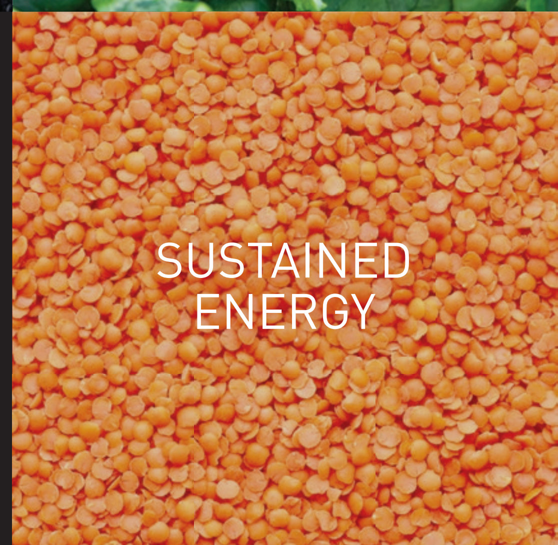
Create great tasting and nutritious diets on a budget while continuing to demonstrate real value beyond price. Consumers are looking for new experiences through food while navigating a steady increase in food inflation at the same time. Street food reconciles both of these truths, making it a cuisine of the moment. Sea vegetable ingredients are making inroads in new categories by promoting the sustainability benefits of ingredients from different algaes. Plant-based food and drink remain a growth opportunity globally leading to an increased need for the variety of flavor profiles for plant alternatives. The issue is that many of these products failed to meet consumer expectations for what matters most, taste: only 31% of Americans who eat plant-based meat substitutes opt for these products because they enjoy the taste. Consumer adoption of mushrooms for adaptogen or nootropic benefits is increasing. Rising demand for plant-based products with fewer, simpler ingredients driving clean label claims in plant-based foods. Opportunities exist to offer consumers a range of complex flavors and unexpected combinations.

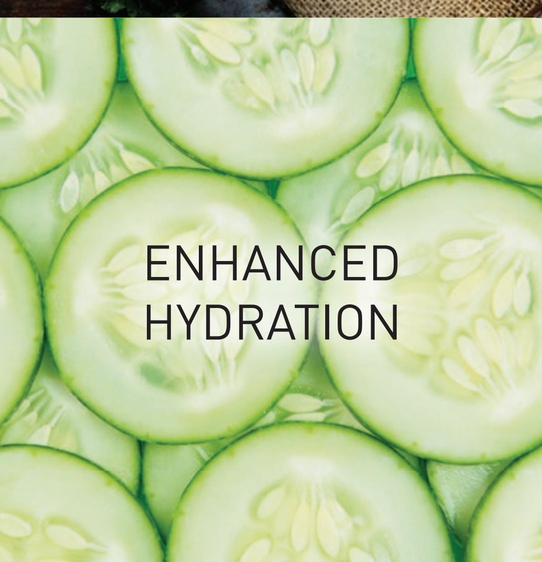
57% OF U.S. CONSUMERS CLAIM THAT INFLATION WILL LEAD THEM TO CUT BACK ON DINING OUT.

42% OF U.S. ADULTS LIKE THEIR FOOD AND DRINK TO CONTRIBUTE TO BOTH THEIR MENTAL AND PHYSICAL HEALTH.



TOP INGREDIENTS TRENDS





ALCOHOL BEVERAGES

IMITATE OR DIFFERENTIATE?

- Consumers are looking for differentiated fruit-flavored alcoholic ready-to-drink options.
  - Surplus citrus fruit can be used to add flavor and to tell an upcycled ingredients story.
- Consumer interest in health and alcohol moderation is prompting wine and spirit-based RTD brands to launch low-sugar and low-calorie options.
  - Younger drinkers will be attracted to lower-ABV spirits and wines which promise tasty 'go-to' flavors, supported by 'healthier' cues like low sugar, carbs and ABV.
- Tempt consumers with a flavor story on pack, describing the inherent flavor profile created by the ingredients.
- Consumers also look for low/no alcohol refreshment.

Deliver great taste and refreshment through seasonal, limited edition and co-branded beers in addition to bold flavor profiles that help infuse excitement.

41%

of millennials in the U.S. drink hard seltzers

AÇAÍ
APPLE
APRICOT
BLACK RASPBERRY
BLACKCURRANT
BLOOD ORANGE
BLUEBERRY
CARDAMOM
CHOKEBERRY/ARONIA
DRAGONFRUIT
ELDERBERRY
ELDERFLOWER
LEMONGRASS
LIMONCELLO
LONGAN
LYCHEE
PASSIONFRUIT
PEACH
PECAN
PLUM
PRICKLY PEAR
RASPBERRY & RHUBARB
STRAWBERRY
WINTER SPICES
YUZU

63%

OF U.S. DRINKERS AGREE THAT CRAFT SPIRITS ARE WORTH PAYING A PREMIUM.

53%

OF ADULTS IN THE U.S. SAY THAT TASTE DESCRIPTORS ARE IMPORTANT TO THEIR PURCHASE DECISIONS AROUND WINE.

50%

OF ADULTS IN THE U.S. SAY THAT TASTE IS A REASON THEY DRINK ALCOHOL.

78%

OF 22-34 YEAR OLDS AGREE THAT FLAVORS DRIVE THEIR CHOICE OF ALCOHOL.

NON-ALCOHOLIC BEVERAGES

- Focus on pairing emerging flavors and ingredients with trusted flavors to make trial approachable.
- Flavor variety may be one of the best ways for brands to convey more value and sustain some of the growth found during the pandemic. New flavors serve a variety of occasions, encourage trial and increase consumption—especially among younger adults.
- Tea drinkers are keen to broaden their tea horizons with more niche and innovative tea flavors. Innovating around the ever-popular herb and spice, fruit and vegetable and, most notably, floral flavors will drive consumer purchase.
- Gen Z's preference for cold coffee indicates key growth opportunities for RTD coffee brands and a need for roasted coffee brands to connect with Gen Z consumers or risk future declines.
- Flavor innovation has a crucial role to play in attracting consumers to bottled water, as competition from sectors like carbonated soft drinks, juices, and energy drinks intensifies.

TYPES OF NON-ALCOHOLIC BEVERAGES PEOPLE ARE MOST LIKELY TO TRY UNFAMILIAR FLAVORS

21%
SODA

20%
TEA

16%
SPARKLING WATER

15%
COFFEE

ACEROLA CHERRY
BLACKBERRY
BLUEBERRY
CARDAMOM
CHERRY BLOSSOM
CIDER
CRANBERRY
CUCUMBER
ELDERBERRY
FIG
GUAVA
KIWI
MANGO
MINT
OSMANTHUS
PASSIONFRUIT
PRICKLY PEAR
SANGRIA
STARFRUIT
TOFFEE
WATERMELON
WILD CHERRY

39%

OF CONSUMERS CHOOSE BEVERAGES AS A WAY TO TREAT THEMSELVES.

57%

OF CONSUMERS 18-55 ARE MOTIVATED TO BUY MORE CARBONATED SOFT DRINKS IF THERE ARE NEW FLAVORS TO SELECT FROM.

41%

OF CONSUMERS ARE MOTIVATED TO TRY A NEW FLAVOR IF IT IS IN A BEVERAGE THEY LIKE.

27%

OF CONSUMERS SEEK BEVERAGES WITH LIMITED TIME FLAVORS FOR NEW FLAVOR EXPERIMENTATION.

11%

OF CONSUMERS SEEK BEVERAGES WITH INTERNATIONALLY INSPIRED FLAVORS FOR NEW FLAVOR EXPERIMENTATION.

17%

OF CONSUMERS SEEK BEVERAGES WITH NOSTALGIC FLAVORS FOR NEW FLAVOR EXPERIMENTATION.

37%

OF TEA CONSUMERS LIKE TO EXPERIMENT WITH NEW FLAVORS.

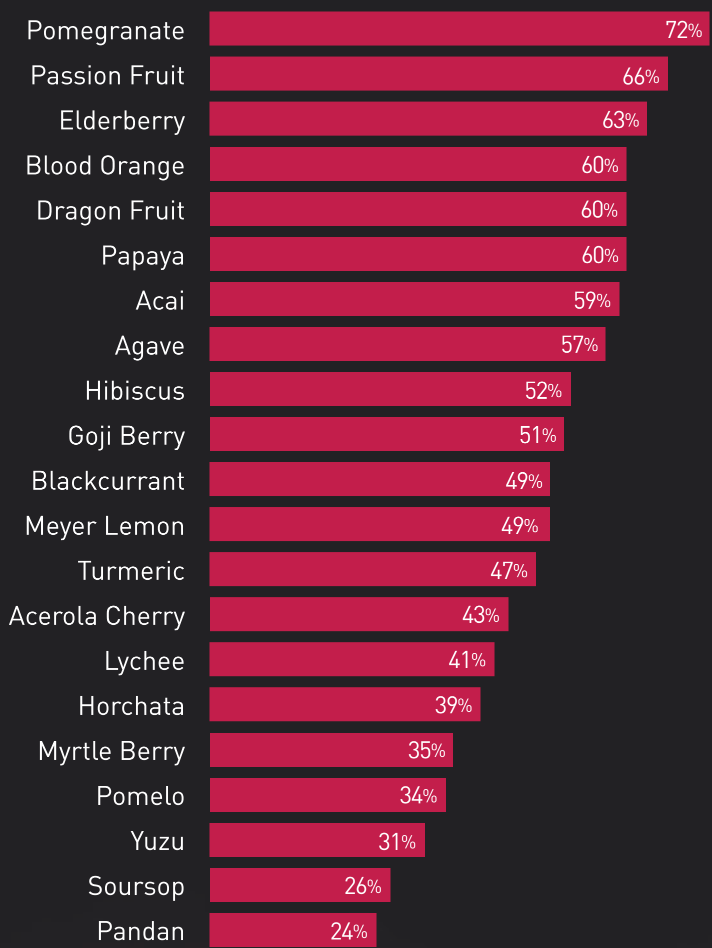
62%

OF CONSUMERS CHOOSE TEA BECAUSE THEY LIKE THE TASTE.

70%

OF CONSUMERS CHOOSE READY-TO-DRINK TEA BECAUSE THE IMPORTANCE OF FLAVOR.

CONSUMER EXPERIENCE AND INTEREST



47%

OF CONSUMERS CHOOSE COFFEE BECAUSE OF THE IMPORTANCE OF FLAVOR.

48%

ARE INTERESTED IN READY-TO-DRINK COLD COFFEE WITH INDULGENT FLAVORS.

26%

ARE INTERESTED IN LESS SWEET FLAVORS.

65%

OF CONSUMERS CHOOSE ENERGY DRINKS BECAUSE OF FLAVOR AND NOT BRAND.

50%

CLAIM ENERGY DRINKS TASTE BETTER THAN RIVAL SECTORS.

(of U.S. adults whose primary energy-providing beverage is energy drinks.)

SPORTS NUTRITION BEVERAGES

- Nootropics and adaptogens are becoming more and more popular as consumers seek to protect their memory, increase their brain function and manage their stress levels, as the world becomes more and more demanding. In the case of sports nutrition, offer something new—products backed by science and years of research and a wealth of data—with benefits like muscle recovery and relaxation, reduced inflammation, improved sleep with lower stress hormones and decreased performance anxiety.
- eSports and gaming continue to be a strong target for performance nutrition brands, with health being a primary opportunity.

PINK LEMONADE
BLOOD ORANGE
MILKSHAKE WHITE GRAPE
SALTED CARAMEL
CHAI

BLACKBERRY
BLACK CHERRY
BLUEBERRY
CAPPUCCINO
CINNAMON
COTTON CANDY
CUPCAKE
DRAGONFRUIT
GREEN APPLE
HAZELNUT
MACCHIATO
MARSHMALLOW
MELON
MOCHA
MOJITO
PASSIONFRUIT
PIÑA COLADA
POMEGRANATE
SUNDAE
WAFER
WILDBERRY

46%

OF CONSUMERS CHOOSE SPORTS NUTRITION BEVERAGES BECAUSE OF IMPORTANCE OF FLAVOR.

DAIRY

- Inflation is forcing consumers back into the kitchen, following years of home cooking necessitated by the pandemic. Home cooks are looking for shortcuts and flavored dairy can ease the kitchen burden, reducing steps and ingredients when cooking.
- Flavored butter can save time in the kitchen, creating simple sauces and finishing spreads.
- Growth oriented flavors in creamers are leaning into innovation and convenience, allowing consumers to recreate the coffee shop experience at home with flavors.
- The ice cream category has seen a rise in specialty coffee, tea and alcohol flavors to generate new experiences.
- Connecting yogurt to specific occasions can help consumers visualize the reason to explore other flavors—inherently leading to higher quantity, or more frequent purchases.

29%

OF CONSUMERS ARE INTERESTED IN TRYING MORE INTERNATIONALLY INSPIRED DAIRY AND DAIRY ALTERNATIVE PRODUCTS.

28%

OF U.S. CONSUMERS WHO PURCHASE FROZEN TREATS WOULD LIKE TO SEE MORE SEASONAL FLAVORS.

54%

OF U.S. CONSUMERS WHO PURCHASE SPOONABLE YOGURT TYPICALLY PURCHASE BLENDED FRUIT FLAVORS.

25%

OF U.S. CONSUMERS WHO PURCHASE SPOONABLE YOGURT TYPICALLY PURCHASE INDULGENT FLAVORS.

65%

OF U.S. ADULTS WHO DO NOT USE DAIRY ALTERNATIVES CLAIM THE TASTE IS THE DETERRENT.

Fruit and Sweet

APRICOT
BLACK CURRANT
BROWN SUGAR
CAKE BATTER
CINNAMON SUGAR
ELDERFLOWER
FALL APPLE HARVEST
HIBISCUS
HIMALAYAN SALT
MEYER LEMON
MIXED BERRY
PANDAN
PEAR
RED VELVET
SPRING CHERRY BLOSSOM
SWEET CREAM
TART CHERRY
WAFFLE
WILD BLUEBERRY

Savory

BLACK TRUFFLE
CAJUN
CARAMELIZED ONION
CARROT
CAYENNE PEPPER
CHAMOY
EARL GREY TEA
KALAMATA OLIVE
LAVENDER
MISO
PESTO
ROSEMARY
SALSA VERDE
SUN-DRIED TOMATO
THAI CHILI
TRUFFLE
UBE
WHISKEY

DESSERTS AND CONFECTIONS

- Consumers looking for more flavor innovation, healthfulness, functionality and, in a context of rising inflation, value.
- Social media is widely valued for its capacity to spark new indulgent food trends and concepts, and inspire homemade treat hacks, all of which can help shape innovation pipelines.
- International tastes and spicy foods have room to grow. Interest in trying more diverse, unusual flavors and ingredients, including from Latin and Asian cuisine, is strong. Pairing unusual, innovative tastes with well-established ones may be most effective, as consumers still value nostalgic tastes and seek familiar brands.

CONSUMER EXPERIENCE AND INTEREST

PISTACHIO 66%
MAPLE 66% SNICKERDOODLE 69%
CHEESECAKE 81% PRALINE 61%
COOKIE DOUGH 70% KEY LIME 66%
BIRTHDAY CAKE 73%
SOUR BERRY 50% CHAI TEA 47% CHILI PEPPER 39%

REASONS CONSUMERS CHOOSE DESSERTS AND CONFECTIONS

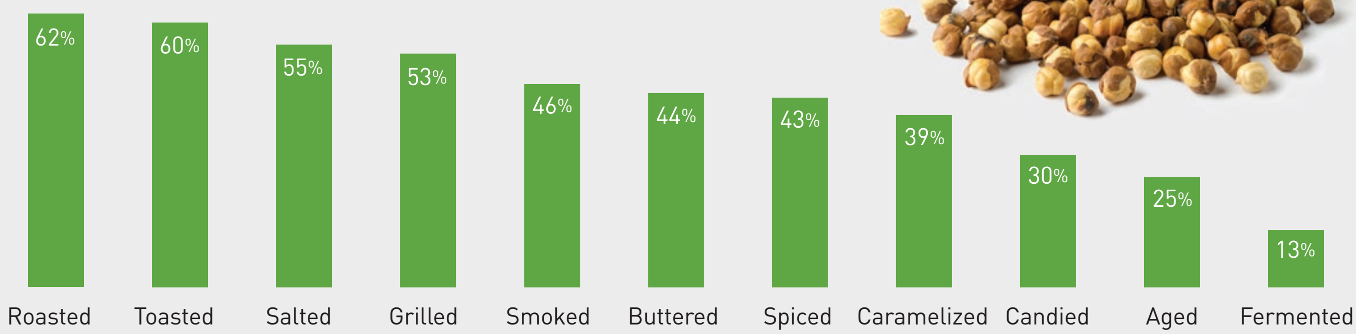
46%	37%	34%	15%
NOSTALGIC FLAVORS	A NEW SPIN ON THE FAMILIAR	LIMITED EDITION FLAVORS	A WAY TO TRY INTERNATIONAL FLAVORS

AÇAÍ
ADZUKI/RED BEAN
BLACK CHERRY
BLACK RASPBERRY
BOBA TEA
BUTTERSCOTCH
CHAMPAGNE
CHURRO
COFFEE
DRAGONFRUIT
EGG NOG
FIG
GRAPE
GUAVA
GULAB JAMUN
KEY LIME
LYCHEE
MARIONBERRY
MOCHI
ORANGE PEEL
PASSIONFRUIT
PINEAPPLE
POMEGRANATE
SHORTCAKE
SPIRULINA
TAMARIND
TRES LECHES
UBE
WATERMELON
WHISKEY
YUZU

SNACKS

- Flavor is the most important attribute for consumers when choosing a snack.
- Weaving in emerging flavors with well-established ingredients will allow consumers to seek adventure while still having ties to familiar comforts.
- Try a new wave of international cuisines: Korean, Middle Eastern, Vietnamese, Indian and African. Utilize clear terminology and draw analogies to familiar flavors to boost awareness and encourage trial of international ingredients. Frozen snacks are seen as a good means of introduction to international cuisines, and new flavors and foods.

SNACK FLAVOR PREPARATIONS THAT CONSUMERS WOULD BE INTERESTED IN TRYING AS A SNACK



INTERNATIONAL CUISINES THAT CONSUMERS WOULD LIKE TO SEE MORE OF IN FROZEN SNACKS

INDIAN 17%
BRAZILIAN 14% SPANISH 32%
JAPANESE 31% ARGENTINIAN 9%
KOREAN 23% MIDDLE EASTERN 19%
THAI 28% CARIBBEAN 25%
GREEK 24%
PORTUGUESE 9%

63%

OF CONSUMERS CHOOSE SNACKS BECAUSE OF IMPORTANCE OF FLAVOR.

54%

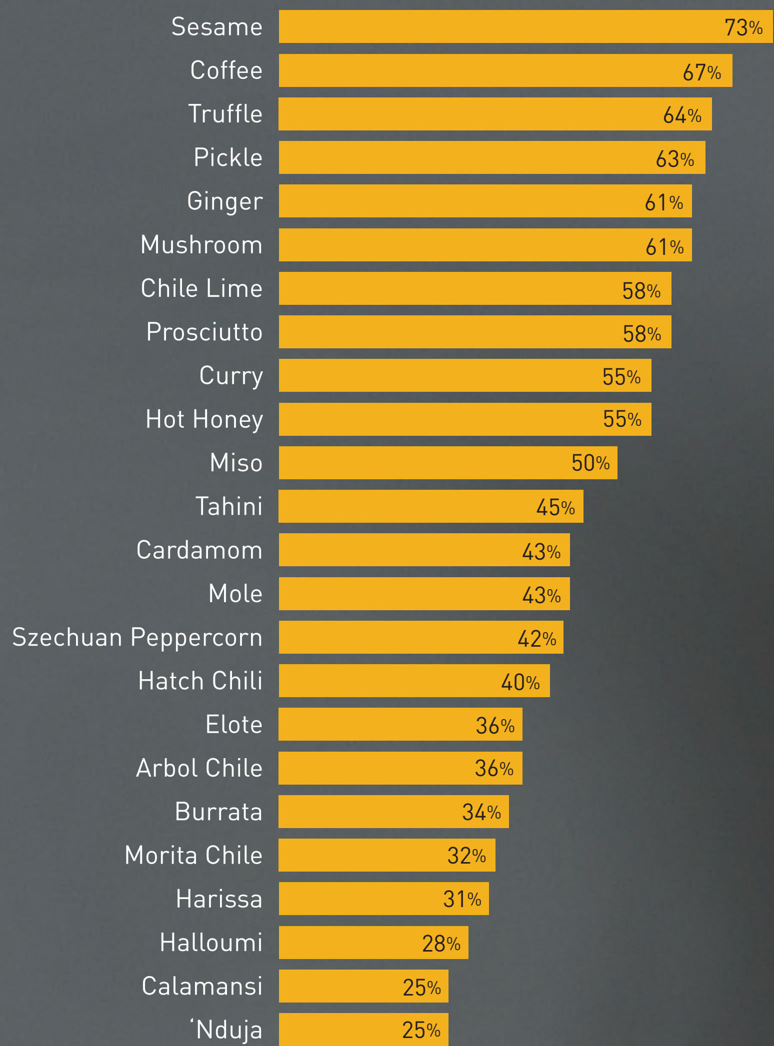
OF CONSUMERS ENJOY SNACKS WITH FLAVORS FROM OTHER FOODS.

38%

OF CONSUMERS CHOOSE SNACKS AS A WAY TO TRY INTERNATIONAL CUISINE FLAVORS.

AÇAÍ
ASIAGO
BUTTERNUT SQUASH
CARAMELIZED ONION
CASSAVA
CHIPOTLE
CHURRO
COFFEE
CRAB
CURRY
ELOTE
LOBSTER
MAC & CHEESE
MATCHA
OLIVE
PEACH
PEAR
POMEGRANATE
SOUR CHERRY
TACO
TAMARIND
TANGERINE

CONSUMER EXPERIENCE AND INTEREST



DIPS AND DRESSINGS

- Interest in specific international dip and sauce flavors closely mirrors international cuisine consumption, with the highest interest stemming from familiar international cuisines.
- Improve Better For You dip portfolios with on-trend ingredients that are inherently rich in both nutrition and flavor, such as alliums or lemon pepper.
- Elevate the traditional by combining emerging flavors into established dips and sauces, or by layering various established sauces together to create an unconventional, yet delicious pairing.
- Plant-based has become a bigger focus in dip and sauce innovation, with younger generations driving the interest.

CONSUMER EXPERIENCE AND INTEREST

POBLANO PEPPER 52%
ROSEMARY 72% EGGPLANT 56%
CASHEW 72% SERRANO PEPPER 52%
LEMON PEPPER 70%
HABANERO PEPPER 50% AVOCADO OIL 66%

BEET
BLACK GARLIC
BLACK SESAME
CAPER
CARAWAY
COTIJA CHEESE
HATCH PEPPER
HOISIN
KALAMATA OLIVE
LEEK
PINK PEPPERCORN
PERI-PERI
PLUM
POMEGRANATE
SAUSAGE
SICHUAN
SMOKED FISH
TANDOORI
TARRAGON
THAI PEANUT
TIKKA MASALA
TOMATO
WHITE CHEDDAR
ZA'ATAR

52%
OF CONSUMERS ARE INTERESTED IN TRYING NEW FLAVORS IN FAMILIAR DIPS/SAUCES.

40%
OF CONSUMERS LIKE DIPS AND SAUCES WITH INTERNATIONAL FLAVORS.

195%
GROWTH IN SWEET ONION AS AN INGREDIENT IN SAUCES...

128%
GROWTH IN ADOBO...

37%
GROWTH IN JERK.

40%
GROWTH IN JALAPEÑO AS AN INGREDIENT IN SPREADS, AND...

37%
GROWTH IN JALAPEÑO AS AN INGREDIENT IN DIPS.

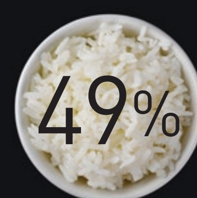
All from Q4 2018-Q4 2021.

PROTEIN

- Plant-based flavor innovation lags other protein categories. Consumers who are shifting away from animal protein aren't necessarily running to plant-based substitutes. The category experiences a lack of affordability and uninspired flavor innovation. The only growing flavor profile tracked among meat alternative launches is 'spicy', but there's greater attention to be gained from some of the more popular flavors, including garlic, citrus and savory.
- Inflation is having a direct impact on protein choices. Tap into flavor to elevate the experience as consumers opt for affordable species and cuts. The importance of flavor through application or value add will be strong and can make the difference between a compromise and an enjoyable discovery.
- The draw of bacon flavor and taste is undeniable and will remain. Protein types of all sorts can benefit from consumers' love of bacon by incorporating bacon, bacon flavor, flavor profiles (e.g. smoked) and bacon-like cuts, featured in the new product introductions.
- Predictably, Americans love their barbecue in many forms—especially flavor. 'Barbecue' is the most popular flavor for pairing with meats in the U.S. Highlighting regional barbecue styles is a way to rise above the noise. Local twists nuanced with smoked varietals, such as mesquite, hickory and applewood, can layer in complex flavor profiles that elevate the taste experience in value-added meats. Smoky flavors add a subtle undertone to sweet/spicy barbecue sauces, and help to enhance inherent flavors when paired with meats.
- Experimenting with flavor could help the fish and fish alternative categories gain favor with younger shoppers who like to explore flavor ranges.
- Launching sauces with world cuisine flavors has potential to boost sales, given 59% of U.S. shoppers (71% of Millennials) agree a wider range would encourage them to use sauces more often.

77%

OF ADULTS IN THE U.S. SAY THAT MEAT IS PART OF THEIR DIET.



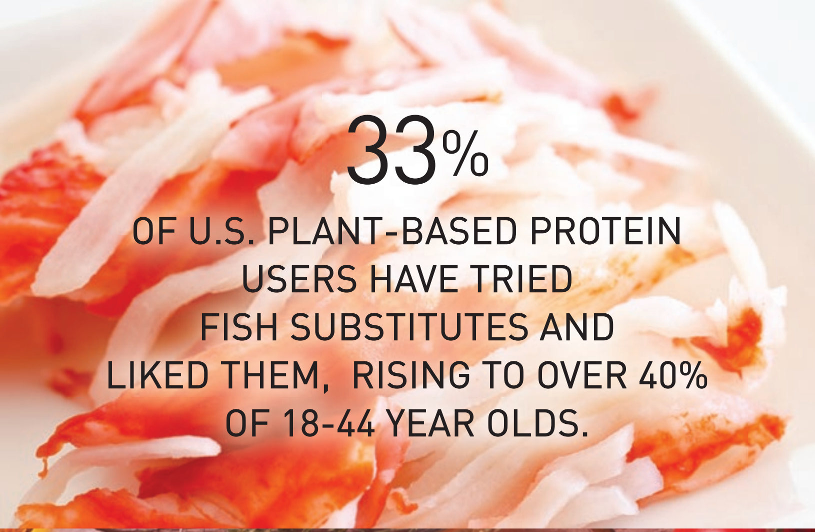
49%

SAY THEY PLAN THEIR SIDE DISHES AROUND THE FLAVORS OF THEIR PROTEIN.

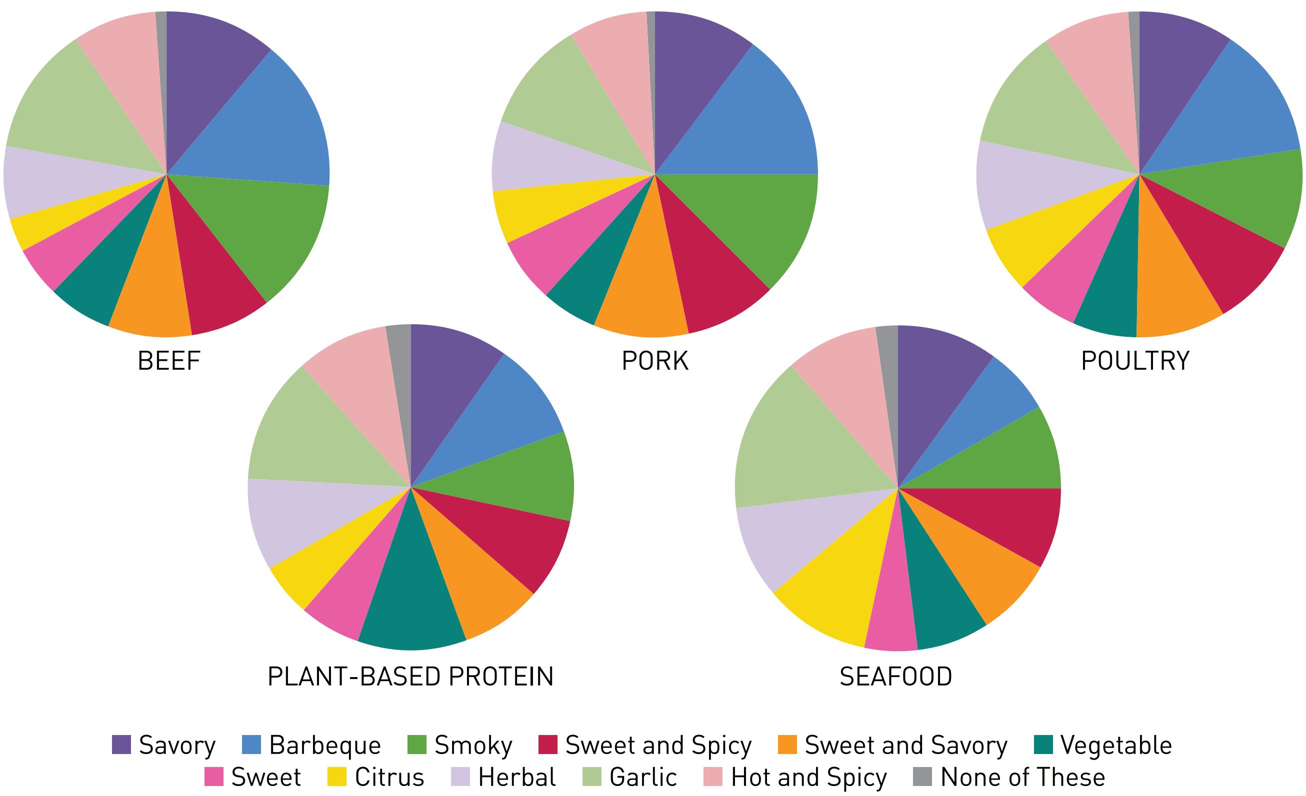
68%

OF U.S. PROTEIN CONSUMERS HAVE USED BARBECUE FLAVORS.

HICKORY BEECHWOOD
CHERRYWOOD APPLEWOOD OAK
SMOKE FLAVORS FIRE-ROASTED
PECAN MAPLE
WOOD-FIRED MESQUITE GRILLED



INTEREST AND EXPERIENCE WITH FLAVORS BY PROTEIN TYPE



Base: Internet users aged 18+ who have consumed certain types of proteins in the past 6 months.

CONSUMER EXPERIENCE AND INTEREST

DILL 69%

ITALIAN SPICES 84% OLD BAY SEASONING 70%

GREEN CHILI 64% BROWN SUGAR 81%

RANCH SEASONING 75%

RED PEPPERCORN 63% PESTO 70%

SRIRACHA 60% TANDOORI SPICE 50%

FLAVOR APPLICATION PREFERENCES

Dry Seasonings	68%
Condiments	54%
Marinades	53%
Dry Rubs	51%
Dipping Sauces	44%
Table Sauces	41%
Sauce Coatings	36%
Dry Coatings	35%
None of These	4

ADOBO
BAHARAT
BULGOGI
CHARRED KOREAN BBQ
CHIMICHURRI
DOENJANG
GARLIC
GOCHUJANG
GUAJILLO CHILI
HIBISCUS
LAVENDER
MANGO
MASSAMAN CURRY
MISO
PERILLA
PINEAPPLE
RED CURRY
RED JALAPENO
SHICHIMI
SOY
SSAMJANG
TANDOORI
THAI PEANUT
TIANJIN CHILI
WASABI
YUZU

INTEREST IN PROTEIN PREPARATION METHODS

Grilled	76%
Roasted	65%
Stir-fried	57%
Crockpot	53%
Smoked	52%
Broiled	49%
Braised	35%
Microwaved	33%
Instant Pot	31%
Deep-fat Fried	23%
Aged	22%
None of These	3

Base: 2,000 U.S. internet users aged 18+.
Source: Kantar Profiles/Mintel, January 2022.

REGIONAL AND INTERNATIONAL

- Blending regional U.S. cuisines and flavors into new food or drink formats brings familiar yet intriguing novelty.
- Create craveable, signature tastes with small doses.
- Internationally inspired packaged products offer permissible flavor exploration. Brands should look to ease intimidation with detailed information and authenticity.
- Korean and African are among two of the hottest emerging international cuisines, proving how impactful cultural interest can be on cuisine trial and adoption cycle.
- Italian, Japanese, Greek and Pacific promotes a rebalance of plant- and animal-based products, or a more flexitarian approach. Directional growth is occurring of these lifestyle diets on menus suggesting that these areas will continue to influence future flavors.

BURNT ENDS
CHEESE CURDS
DEEP DISH PIZZA
GREEN CHILI
HATCH CHILI
HOT HONEY
LOBSTER ROLLS
NASHVILLE HOT
PIMENTO CHEESE
POKE BOWLS
ROASTED GARLIC
SEAFOOD FUSION
SMOKED SALMON
TEX-MEX FAJITAS
TRUFFLE

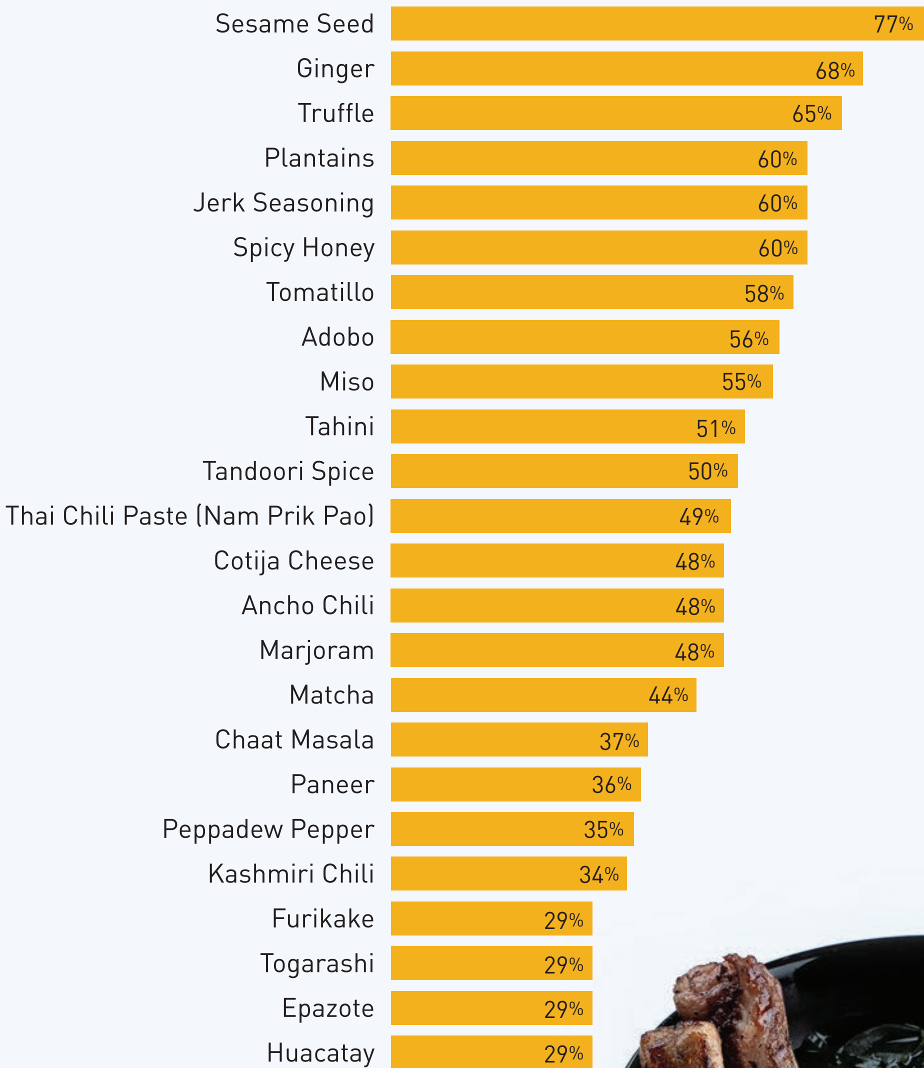
CONSUMER EXPERIENCE AND INTEREST WITH EMERGING REGIONAL AMERICAN CUISINES

NEW ENGLAND 68%
WEST SOUTH CENTRAL 76%
PACIFIC 66%
SOUTH ATLANTIC 68%
MIDDLE ATLANTIC 76%
EAST NORTH CENTRAL 74%
WEST NORTH CENTRAL 66%
EAST SOUTH CENTRAL 70%
MOUNTAIN REGION 64%

53%

OF CONSUMERS SAY THAT APPETIZERS STILL TOP THE LIST OF PREFERRED FOODS TO TRY NEW CUISINES.

EXPERIENCE AND INTEREST IN FLAVORS ON THE MENU



CONSUMER EXPERIENCE AND INTEREST WITH EMERGING INTERNATIONAL CUISINES

GUADALAJARA 57%
SOUTHERN ITALIAN 84% OAXACAN 56%
ETHIOPIAN 53% CARIBBEAN 70%
CANTONESE 65% MOROCCAN 55%
OSAKA 59% FILIPINO 59%
WEST AFRICAN 51% KERALA 40%

AGNOLOTTI
AIOLI
APPAM
BIRRIA
BLACK SESAME
CALAMANSI
CARDAMOM
CHAMOY
CHAR SIU
CHICKEN SATAY
DALGONA
DIM SUM
DORO WAT
DURIAN
ELOTE
FISH SAUCE
FIVE SPICE
GHOST PEPPER
GOCHUJANG
GRASS JELLY
HABENERO
INJERA
IYOKAN
KELP
LEMONGRASS
LUMPIA
LYCHEE
MASSAMAN
MOLE
MORINAGA
PANDAN
PEANUT SOUP
PESTO
POZOLE
RED BEAN
SPICY COD ROE
SSAMJANG
SZECHUAN PEPPER
TAGINE
TAKOYAKI
TAMARIND
TOM YUM GOONG
UBE
UME (PLUM)
YUZU