FlavorSum

presents the

12 DAYS OF FLAVOR

ON THE 1ST DAY OF FLAVOR

...the **Apps team** set the tone, making tropical-citrus candies on their own.

Tropical citrus gained momentum in confections, with social conversations rising **26%** this year.

ON THE 2ND DAY OF FLAVOR

Procurement made us swoon with some strawberry shortcake yogurt on a spoon.

North American launches of strawberry shortcake-flavored products more than doubled in the last year.

ON THE 3RD DAY OF FLAVOR

QA teams gave a cheer for a lemon-lime refresher, bright and clear.

The lemon-lime flavor combination **ranked #2** in launches of fall/winter refreshing beverages.

ON THE 4TH DAY OF FLAVOR

the **Sales team** found nirvana with a tasty blend of caramel and banana.

Ice cream innovation helped caramel-banana shine, showing up in **25% more** conversations.

ON THE 5TH DAY OF FLAVOR

our **CX team** was dreamy with a rich dulce de leche, extra creamy.

The decadent dessert flavor made its mark, appearing in **11% more** food and beverage launches this year.

ON THE 6TH DAY OF FLAVOR

the **Finance team** stayed jolly with a bubbly cherry cola decked in holly.

Timeless cherry cola benefited from a spike in activity, with conversations climbing **50% year-over-year**.

ON THE 7TH DAY OF FLAVOR

R&D kept spirits high with a cranberry ginger ale to satisfy.

A classic winter refreshing beverage, cranberry-ginger ale flavors surged in popularity as launches **increased 3x**.

ON THE 8TH DAY OF FLAVOR

our **Ops** added pizzaz with the zing of spicy mango in their glass.

Introductions of spicy mango foods and drinks increased **18%** over the last 5 years.

ON THE 9TH DAY OF FLAVOR

the **Regulatory team** found glee sipping fruity wild berry energy tea.

Wild berry flavors powered ahead in sports & energy beverages, driving an impressive **81% increase.**

ON THE 10TH DAY OF FLAVOR

Production crews were thrilled with elderberry Yerba Mate, very chilled!

Elderberry and yerba mate flavors are growing in popularity in sports & energy drinks - up **32% and 14%**.

ON THE 11TH DAY OF FLAVOR

the **HR team** jumped up for some spicy honey yogurt in a cup.

Spicy honey made a strong showing in cultured dairy, where conversations rose by **71%**.

ON THE 12TH DAY OF FLAVOR

the **C-Suite** closed the night raising glasses of negroni, sparkling bright!

The global RTD negroni market is forecast to grow more than **9%** annually through 2033.

Wishing you and all dear to you a festive, flavorful holiday season!

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GREAT TASTE AWAITS