

12 Days of Flavor

1



On the 1st day of flavor, the Regulatory team was merry as they sampled candy flavored with **black cherry**.

Black cherry featured in 20% more food and beverage innovations, and increasingly links to holiday celebrations.

2



On the 2nd day of flavor, Procurement found for you, a zesty **cranberry** flavor, tart and true.

North American launches of cranberry-flavored beverages increased +27% in the last year.

3



On the 3rd day of flavor, the QA team went big with a 5-star rated, tasty **honey-fig**.

A winter flavor with a festive vibe, honey-fig showed up in twice as many launches this year.

4



On the 4th day of flavor, our CX team was mellow about indulgently refreshing **limoncello**.

Limoncello flavor launched in 21% more categories this year, including cookies, sorbet, and soft drinks.

5



On the 5th day of flavor, our Apps team said to try, a bright and cheerful **peppermint-y chai**.

The cozy and indulgent flavor showed up in 47% more discussions.

6



On the 6th day of flavor, when HR calls for calming, they turn to the sweet nutty flavor of **almond**.

The mainstay flavor featured in 63% more cookies, 23% more cereals, and 33% more ice cream launches this year.

7



On the 7th day of flavor, Production thought you'd like, a **mocha-espresso** cocktail to delight.

A buzzy flavor combination, especially for cocktails, with discussions up +38%!

8



On the 8th day of flavor, Operations gave a cheer as they raised a glass of zesty **ginger beer**!

Launches of ginger beer beverages jumped +50% this year in North America with raves about the fun, artisanal, mood-boosting taste.

9



On the 9th day of flavor, the Sales team starts to swoon with a **brownie batter** ice cream (grab a spoon!)

Brownie batter is a top flavor discussed during the season, with conversations up +27% in the last year.

10



On the 10th day of flavor, the R&D team shines when they craft a festive spritz with **Yuzu-Lime**.

Yuzu-lime-flavored cocktails are a trending topic, gaining 15% more mentions in the social landscape.

11



On the 11th day of flavor, the Finance team said 'Go!' to a nutty, lightly sweet **pistachio**.

The classic flavor is hot, with North American launches up +70% and +20% more social interactions.

12



On the 12th day of flavor, the C-Suite had a say with a celebratory **caramel crème brûlée**.

A favorite seasonal flavor getting more kudos for delivering a unique and gourmet experience.

May you and your family enjoy all the seasonal flavors and delights of the holiday season!

The FlavorSum Team