



THE 12 DAYS OF FLAVOR

A FlavorSum Holiday Infographic

ON THE 1ST DAY OF FLAVORS

procurement said to see which categories fit with strawberry.

Strawberry flavor became more popular in 35 categories this year, led by sugar confections, carbonated soft drinks, and ice cream.



ON THE 2ND DAY OF FLAVORS

the R&D team asks where salted caramel flavor's growing fast.

Salted caramel entered the seasonal chocolate and meal replacement drink categories in 2022 and remained popular for new snack bars and cereals.

ON THE 3RD DAY OF FLAVORS

production wants to know if cherry flavored spirits would still grow.

Cherry emerged as one of the Top 10 fastest growing flavors for alcoholic beverages in 2022.



ON THE 4TH DAY OF FLAVORS

the sales team asks to see if spicy flavors are a current theme.

Spice is nice! Launches of food & beverages with spicy flavors increased +18% in the last year.

ON THE 5TH DAY OF FLAVORS

the market reps inquired if pumpkin spicy flavor had retired.

Pumpkin spice is still going strong! Intros featuring pumpkin spice flavor jumped +23% in 2022, expanding to 45 food & drink sub-categories.



ON THE 6TH DAY OF FLAVORS

the QA team requested whether sweet-and-salty snack bars could be bested.

The **sweet+salty** profile remains popular in snack and energy bars, with launches up 28% in the last year.

ON THE 7TH DAY OF FLAVORS

the strategists wondered why protein isolates in food are on the rise.

Launches featuring **protein isolates** bumped up 25% in the last year as way to serve up more protein and smooth texture. Flavor solutions can help create great taste in higher protein foods & drinks.



ON THE 8TH DAY OF FLAVORS

the brand team asked to savor some spirit RTDs with lots of flavor.

With a **5-year growth** of +226%, spirit-based RTDs headed to the \$2 billion mark in U.S. off premise sales. Flavor innovation drives the category with RTD assortments from basic rum+coke or margarita cocktails to more complex espresso martinis or elderberry tequila seltzers.

ON THE 9TH DAY OF FLAVORS

the CX crew sat down to taste some sweet treats flavored with warm browns.

Sweet warm brown flavors like vanilla, chocolate, and caramel featured in products launched across 80 sub-categories. Dark chocolate is gaining attention, showing up in +8% more launches last year.



ON THE 10TH DAY OF FLAVORS

the C-Suite took a pause to pour the no-alc nog for Santa Clause.

North Americans buy about **19 million gallons** of eggnog annually. While the beverage is a top seller, eggnog flavored foods & drink ticked up 60% off a small base last year.

ON THE 11TH DAY OF FLAVORS

the regulatory team sent hints to focus NPD on peppermint.

The sweet-cool flavor of **peppermint** featured in 42% more new foods and beverages last year, crossing 22 sub-categories in North America.



ON THE 12TH DAY OF FLAVORS

as the full team looked ahead, they raised a glass (of milk) to gingerbread!

Gingerbread flavor showed up in 13% more launches last year, with the spicy warmth offering nostalgic comfort in more than 20 sub-categories.