



# SEASONAL FLAVORS: Trends of Summer

Warm weather and sunny days aren't the only standouts of summer. From the taste of crisp watermelon, to sweet corn on the cob and ice-cold beverages, the staples of summer are forever in our memories. As expected, refreshing flavors like berry and pineapple remain popular while classics like marshmallow have shown growth. And as the COVID-19 pandemic lingers through the summer months, consumer food experiences at home have become even more important. Let's take a taste of summer, from its top flavors and sellers to grilling season's impact and summer alcohol's stand out presence.



# SUMMER'S TOP FLAVORS IN: Seasonal & LTO's

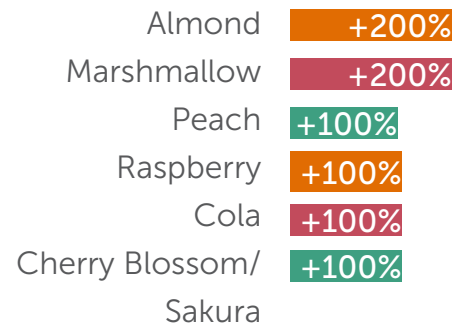
## TOP FLAVORS BY NUMBER OF RELEASES: North America, Summer 2020

- Berry
- Birthday Cake/Party Cake
- Pineapple
- Chocolate & Peanut Butter
- Cinnamon & Cream/ Creme/ Whipped Cream
- Cinnamon & Apple
- Italian
- Chocolate (Milk) Fudge & Toffee & Cookie Dough

## FASTEST GROWING FLAVORS: GLOBALLY Seasonal Products, Q2 2019 vs Q2 2020



## FASTEST GROWING FLAVORS: NORTH AMERICA Seasonal Products, Q2 2019 vs Q2 2020



# WHAT'S HOT

Mintel's global IRIS Top Sellers highlight summer seasonal favorites from birthday cake chocolate to refreshing alcoholic beverages, sweet cereal and more.

## MINTEL IRIS SELLERS

Globally, Summer 2020

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- Kit Kat Birthday Cake Flavored Chocolate
- Chips Ahoy! Sour Patch Kids Cookies
- Smirnoff Red, White & Berry Premium Malt Beverage
- Frosted Flakes & Froot Loops Mashups Cereal
- Cheerios Toasted Coconut Sweetened Wholegrain Oat Cereal
- Maple Pecan K-Cup Pods
- Old Dutch Spicy Dill Pickle Chips
- Stella Artois Solstice Lager
- Lima Spiked Limeade
- Flying Dog Brewery SPF 1000 Summer Variety Pack



# GRILLING SEASON

Grilling season is a staple of summer, and with more consumers eating from home, it's even more prevalent this summer. New introductions featured grilling season inspired products include the whole nine yards - plant-based meats, to tangy marinades, summer salads and more.

## PRODUCTS OF NOTE

### INCOGMEATO PLANT-BASED MEAT OPTIONS



MorningStar Farms launched a line of plant-based alt-meat products just in time for grilling season. The plant-based meat option that can be prepared on the grill caters to a more health-focused consumer.

Photo Source: MorningStar Farms

### GOOD & GATHER TANGY MANGO MANGO CILANTRO SALAD



This limited-edition product features arugula and baby greens, chili lime seasoned white-meat chicken, shredded carrots,

dried mangoes and cashews with mango cilantro vinaigrette. 44% of consumers said they likely or definitely would buy this product.

### SOL TROPICAL MANGO COCONUT MARINADE



A limited time offering, Sol Tropical Mango Coconut Marinade is now available. 41% of consumers said they likely or definitely would purchase this

product.

“While the flavor, convenience and social aspect of grilling still remain key themes that will capture consumers’ attention, the power of influencers and social media continues to grow, bringing new engagement opportunities for brands and retailers to reach grillers,”

- PROGRESSIVE GROCER

“Taste is the top reason that people venture outside their homes to grill... The “State of the Barbecue Industry” report shows that 68% of grill owners do so because of the flavor,”

- PROGRESSIVE GROCER





# ALCOHOL REFRESHERS

We've spotted lots of summer alcoholic beverages popping up in the past few months. From hazy IPAs to spiked limeade, Mintel IRIS noted multiple alcoholic drinks as top sellers this season.

## PRODUCTS OF NOTE

### FLYING DOG BREWERY SPF 1000 SUMMER VARIETY PACK



The summer pack includes varieties including Numero Uno, a Mexican lager; Pool Hopping, a deck beer (hazy Summer ale); and Thunderpeel, a

hazy IPA. 28% of consumers said that they likely or definitely would buy this product.

### LIMA SPIKED LIMEADE



Said to be crafted with summer in mind, the limeade is sweetened with agave nectar and real lime juice and can be

enjoyed wherever, from the beach to the backyard. 42% of consumers said that they likely or definitely would buy this product.

### STELLA ARTOIS SOLSTICE LAGER



This summer limited edition lager is balanced with citrus essences and a crisp finish. 55% of consumers said that they likely or definitely would buy this product.

### SMIRNOFF RED, WHITE & BERRY SELTZER



Made with natural flavors including cherry, citrus and blue raspberry, the seltzer is free from sugar and artificial sweeteners with 90 calories and 1g carbs. 25% of consumers responded that they likely or definitely would buy this product.



# MARSHMALLOW & MANGO

Seasonal sellers featured comforting flavors and bold fruit flavors. The nostalgic taste of a campfire s'more and the delight of a refreshing sweet and tart fruit such as a mango are inspirations for this summer's sellers.

## PRODUCTS OF NOTE

### STARBUCKS RETURNING S'MORES FRAPPUCCINO



The returning Frappuccino features blends marshmallow-infused whipped cream, milk chocolate sauce, coffee, milk and ice, and graham cracker crumble for a nostalgic treat.

Photo Source: Starbucks

### CADBURY S'MORES MILK CHOCOLATE



This limited-edition bar features milk chocolate with graham cookie pieces and marshmallow bits.

## SOCIAL LISTENING

Mango

Positivity:

97%

Top Topics:

Fresh, Fruit, Summer, Sweet, Delicious

Marshmallow

Positivity:

95%

Top Topics:

S'mores, Toasted, Summer, Sweet, Graham Cracker

### CHIC FIL A MANGO ICED TEA



Chic Fil A's Mango Passion Tea Lemonade launched nationwide June 29th. The drink mixes their classic lemonade, unsweetened iced tea and a mango syrup featuring mango and passionfruit natural flavors.

Photo Source: Chic Fil A

### HÄAGEN-DAZS SUMMER REFRESHING COLLECTION



This Summer Refreshing collection features flavors including Cantaloupe Melon, Mango & Cream and Strawberries & Cream Ice Cream. Made with real fruit, the ice creams have a balanced sweet and rich summer flavor.



Source: GNPD/Purchase Intelligence

# FLAVOR EXPERIENCES AT HOME

With COVID restrictions, consumers miss experiences and flavors from travel and other activities they are missing out on in social distancing. Food and beverage developers worked on bringing nostalgic summer experiences and flavors to home. Product developers have done so by highlighting refreshing and fun fruit flavors or summer classics staples such as ice cream, marshmallows, and beer.

## SHAKE SHACK- SHACK CAMP AT-HOME EXPERIENCE BOX



The burger joint created a box featuring six camp experiences to keep families engaged and active all summer. The box includes a DIY

lemonade stand, campfire stories, summer sundae kit and more. Plus, the offering includes vouchers for free burgers and shakes, \$10 off your order and more.

Photo Source: Businesswire.com

## COMMON SPACE ICE CREAM SANDWICH BEER KIT



Common Space Brewery offers a kit including a four-pack of their ice cream beer, mixed four-pack of other Common Space beers, three ice cream sandwiches, two pint glasses, and a pint of

Coolhaus Chocolate Molten Cake ice cream or a Dairy-Free Peanut Butter Fudge Chip ice cream option for \$60 total. Photo Source: Bevindustry.com



“During these times, when many cannot get to vacation spots or gather with large groups of family and friends, brands can support consumers in bringing these flavor experiences into their homes,”

- JULIE BARNES, PRODUCT DEVELOPMENT SPECIALIST AT INGREDIENTS MANUFACTURER TREATT | FOOD INGREDIENTS 1ST



# THE TAKEAWAYS

Both bold and refreshing fruit flavors and indulgent flavors such as marshmallows, chocolate and peanut butter and birthday cake rose to North America's summer top flavor list. And while this summer is different than most with COVID-19 restrictions still looming, developers catered to consumers by giving food experiences that scream summer through flavor. For example, the average s'more inspires a s'mores Frappuccino, tropical vacation beverages inspire passion tea lemonades and seltzers, and classic summer activities like camping and grilling inspire at-home summer kits. Alcoholic beverages to confectionery and more, product developers can find opportunity in this space, often by taking inspiration from consumer's summer nostalgia or finding ways to bring summer straight to their door.

## YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. Let's mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

From concept to manufacturing, we're here for you — every step of the way. Contact our sales service department at 630.578.8600 to request a flavor sample or chat us up at [www.fona.com/contact-fona/](http://www.fona.com/contact-fona/)

## SOURCES

- Mintel
- GNPD
- Mintel IRIS
- Food Ingredients 1st
- Common Space
- Shake Shack
- Chic Fil A
- Starbucks
- Progressive Grocer

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