

SEASONAL FLAVORS

Alcoholic Beverages

Creativity is key to success within the alcohol industry and that includes seasonal innovations. These can drive interest, create insta-worthy buzz and increase sales/awareness all while delivering on consumer demand for all things seasonal.

No longer is seasonal a fall-only, pumpkin flavor event. Consumers crave seasonal flavors year-round – in a wide range of options. Let's look at the trends and data our experts are spotting now.

WHAT'S THE BUZZ?

51%



Of consumers are *most excited* about Fall seasonal flavors

31%



Of consumers say that Spring is the season that they *purchase* seasonal products



Source: FONA Seasonal Flavors Proprietary Study

TOP
SEASONAL
FLAVORS BY
CONSUMER
INTEREST

Top 2 Box
Scores in
FONA
Seasonal
Proprietary
Study



Hot Cocoa
Cinnamon Roll
Holiday Cookie



Caramel Apple Pie
Pumpkin Cheesecake
Maple Brown Sugar



Raspberry
Carrot Cake
Lemon Bar



Milkshake
Brownie Sundae
Watermelon

Source: FONA Seasonal Flavors Proprietary Study

PRODUCTS OF NOTE



WARM,
COZY
NOSTALGIA

GINGERBREAD SPICED ALE

FEATURING: Ginger,
Molasses, Cinnamon,
Allspice, And Nutmeg



SPRINGTIME
DESSERT



CARROT CAKE CREAM ALE

FEATURING: Carrots,
Pineapple, Lactose,
Specialty Malts and More



HARD
SHAKES

VODKA MUDSHAKE

FEATURING: Creamy
milk chocolate,
chocolate brownie
flavors



MOVE OVER
PUMPKIN

APPEL PIE IRISH CREAM

FEATURING: Freshly
baked apple pie and
rich vanilla ice cream
flavors



Want additional flavor insights to inspire your next innovation? Let's talk.

Contact your FONA sales account executive or reach out to Julie Olson, Industry Manager-
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