

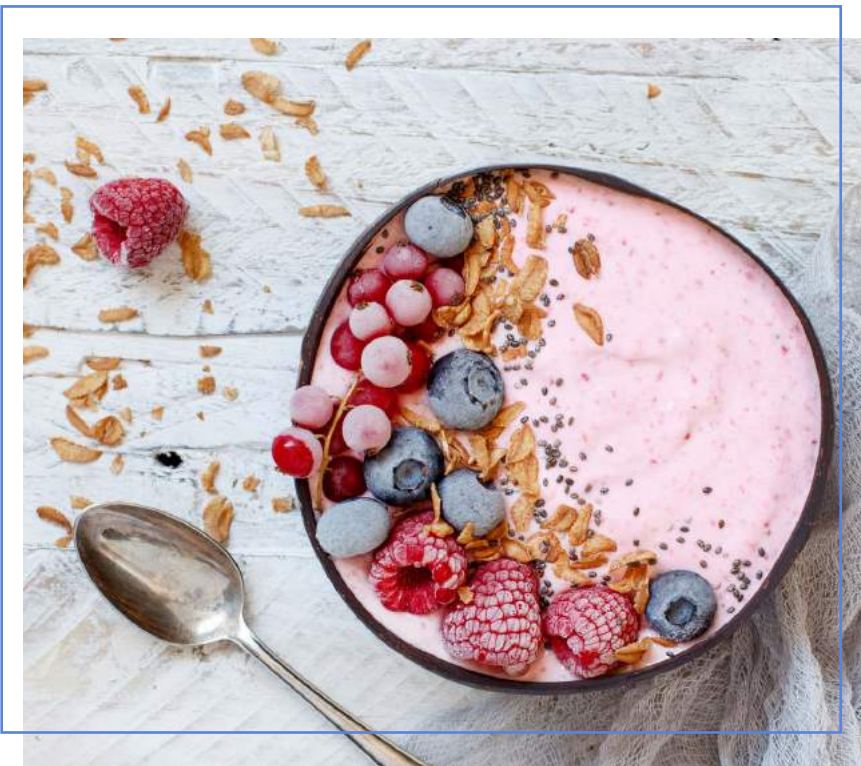


SEASONAL FLAVORS: Trends of Spring

Spanning from March to June, the spring season provides opportunity for fresh and surprising new food and beverage innovations for developers. Consumers look forward to innovative seasonal and limited-edition products each year that feature exciting new flavors, formats and collaborations. While sweet treats in confectionery and bakery often dominate this space, product developers can find opportunity in the seasonal and LTO space cross-category. From cherry limeade popcorn to Funfetti jellybeans, let's take a look at the trending seasonal products and flavors for spring, and see where you can find inspiration for your brand.

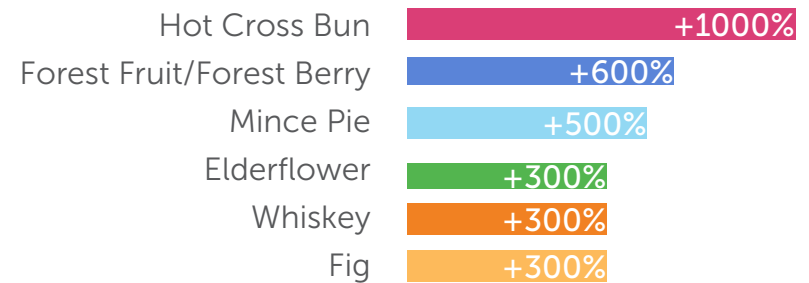
SPRING'S TOP FLAVORS IN: Seasonal & LTO's

TOP FLAVORS BY NUMBER OF RELEASES: North America, Spring 2022



Source: GNPD

FASTEST GROWING FLAVORS: GLOBALLY Seasonal & Limited-Edition Products, Q1 2021 vs Q1 2022



FASTEST GROWING FLAVORS: NORTH AMERICA Seasonal & Limited-Edition Products, Q1 2021 vs Q1 2022



92% OF CONSUMERS

in our recent survey agreed that they find food and beverage products with seasonal flavors exciting because they can't always purchase that flavor

- FONA SEASONAL FLAVORS CONSUMER ENGAGEMENT SURVEY

TOP SELLERS IN SEASONAL & LTO

Popular seasonal and limited-edition sellers varied cross-category. Chocolate confectionery and bakery were a common theme in this space this season, but innovation is abundant in all food and beverage categories. Let's take a look.

TOP SEASONAL SELLERS: IRIS

- Oreo Mocha Caramel Latte Flavor Creme Chocolate Sandwich Cookies
- Brach's Funfetti Jelly Beans
- Smartfood Doritos Nacho Cheese Flavored Popcorn
- Dove Milk Chocolate Waffle Cone Cookie Crisps
- Cheerios Banana Caramel Flavored Sweetened Whole Grain Oat Cereal
- Goldbears Pineapple Gummi Candy
- Keto Pad Thai
- Dr. Pepper Dark Berry Flavored Soft Drink
- Van Leeuwen's Royal Wedding Cake with Elderflower & Lemon French Ice Cream
- Boursin Chimichurri Style Gournay Cheese
- Dunkin Blueberry Muffin Flavored K-Cup Coffee Pods
- Colada Irish Cream Liqueur



26% OF CONSUMERS

in our recent survey say they consume seasonally flavored food & beverages 2-3 times a week

36% OF CONSUMERS

in our recent survey say they purchase spring seasonally flavored food and beverage products as soon as they're available on store shelves

- FONA SEASONAL FLAVORS CONSUMER ENGAGEMENT SURVEY

SPRING CELEBRATIONS

Easter isn't the only celebrated spring holiday in the food and beverage space. From St. Patrick's Day to Cinco De Mayo, Memorial Day and other festive holidays, food and beverage developers can find inspiration for their brand.



"Confectionery is now synonymous with Easter, and in particular chocolate confectionery in the form of Easter eggs, Easter bunnies and boxed chocolates. As a result, flavors traditionally paired with chocolate are also popular at this time, including nuts, caramel and orange."

- INNOVA MARKET INSIGHTS



PRODUCTS OF NOTE



HERSHEY'S EGG-SHAPED WHITE CREME CHIPS released for Easter 2022. The product provides 70 calories per serving with an Easter sugar cookie recipe.

63% of consumers responded that they likely or definitely would buy this product.



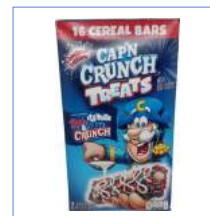
OREO GREEN COLORED CREME CHOCOLATE SANDWICH COOKIES released for Easter 2022 and featured five fun Easter designs and colored cream with the same great Oreo taste.

54% of consumers responded that they likely or definitely would buy this product.



BETTY CROCKER LUCKY CHARMS CUPCAKE KIT is a limited-edition kit said to be magically delicious with frosting, cereal toppings, cupcake mix and liners. The product can be baked for St. Patrick's Day celebrations.

46% of consumers responded that they likely or definitely would buy this product.



CAP'N CRUNCH TREATS RED, WHITE & BLUE CRUNCH CEREAL BARS were added to the range for Independence Day 2022. The limited-edition range feature rice crisps and red, white and blue coloring.

38% of consumers responded that they likely or definitely would buy this product.

OVERALL DESIRABILITY FOR SPRING FLAVORS



Our recent consumer engagement survey on seasonal flavors took a look at overall desirability for a few key spring seasonal flavors. Below are flavors that scored high as being desirable in the food and beverage space. Flavors closer to 5 are rated as extremely desirable while flavors closer to 1 are rated

as extremely undesirable. Recommended flavors have a mean of 3.5 or above.

Flavor	Mean	Top 2 Box
Chocolate Dipped Strawberry	3.94	70.92%
Carrot Cake	3.72	62.87%
Orange Cream	3.71	62.28%
Lemon Bar	3.68	60.71%
Raspberry Cream	3.66	60.90%
Lemon Meringue Cookie	3.64	58.15%
Pistachio	3.59	58.35%
Key Lime	3.59	57.76%
Coconut Cream Pie	3.55	55.60%
Orange Blossom	3.51	55.60%

PRODUCTS OF NOTE



DUNKIN' KEURIG CHOCOLATE COVERED STRAWBERRY FLAVORED K-CUP COFFEE PODS is described as a dark roast coffee with the delicately blended flavors of natural strawberry and delicious dark chocolate.

39% of consumers responded that they likely or definitely would buy this product.



LIDL CARROT CAKE INSTANT OATMEAL is available for spring 2022. It contains 24g wholegrain per serving, other natural flavors, and is free from high fructose corn syrup, artificial flavors and certified synthetic colors.

40% of consumers responded that they likely or definitely would buy this product.



TWIZZLERS KEY LIME PIE FILLED TWISTS are now available. They are naturally and artificially flavored, feature a sweet filling, and are free from peanut and trans fat.

40% OF CONSUMERS

in our recent survey said they were extremely interested in seasonal food and/or beverages.

- FONA SEASONAL FLAVORS CONSUMER ENGAGEMENT SURVEY

FLAVOR HIGHLIGHTS- Berries & Citrus

Berry and citrus flavor profiles made their presence known in new product launches this season. New product launches and as well as offerings in food service catered to consumers' interest for a balance between sweet and tart flavor profiles for a fresh start to the season.



PRODUCTS OF NOTE



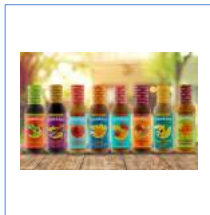
WATERLOO BLACKBERRY LEMONADE SPARKLING WATER layers blackberry notes in classic country lemonade. The lineup also introduced a Cherry Limeade flavor.

Source: Food Business News



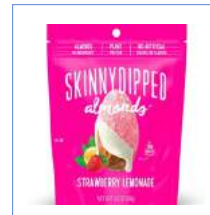
LESSER EVIL CHERRY LIME ORGANIC POPCORN is tossed in coconut oil and flavored with upcycled cherry and lime fruit powders. The limited-edition product joins other flavors including watermelon hibiscus, lemonade and peach mango.

Source: Food Business News



SUNKIST BLUEBERRY CHIPOTLE DRESSING was released by Sunkist and Sokol that pair well with warmer weather. The line also includes a Lemon Pepper Caesar, Pomegranate Lime, Orange Sesame Ginger Dressing and more.

Source: Food Business News



SKINNY DIPPED STRAWBERRY LEMONADE ALMONDS are thin-dipped in lightly sweetened yogurt flavored with lemon and berry. The taste is said to be both familiar and unique and a nostalgic riff on Lemon Bliss.

Source: Food Business News



DR. PEPPER ZERO SUGAR DARK BERRY FLAVORED SOFT DRINK is a limited-edition product that is naturally and artificially flavored. The package features a competition to win a ticket for the Jurassic World Domination Movie.

39% of consumers said that they likely or definitely would buy this product.



INSOMNIA'S HIBISCUS BERRY COOKIE was available in-store and to ship until April 4, 2022. The cookie featured a blooming tart and floral essence and a sweet strawberry flavor with dried cranberries, strawberries and melty white chocolate chips.

Source: Chewboom

THE TAKEAWAYS

Spring's product launches and menu offerings featured holiday themed classics and innovative spring releases. New spins on familiar favorites and limited-edition flavors often intrigued consumers. In fact, 40% of consumers in our recent survey said they were extremely interested in seasonal food and/or beverages. This season, seasonal products and LTOs featured exciting flavors from berries to citrus, chocolate variations and more. Many of these flavors will inspire innovation for the upcoming months, so the question is, how can these spring innovations inspire your summer product developments and beyond?

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 McCormick 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/

SOURCES

- Mintel
- Mintel GNPD
- Food Business News
- FONA Consumer Engagement Survey
- Innova Market Insights
- Chewboom

Request Your
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Flavor Sample Here

