

# SWEET + SOUR

We're exploring the "Plus Sweet" trend from this year's Flavor Forecast! Read on for trends, flavor inspiration and more.



## FRUIT BASED

Consumers are seeking sour-sweet bakery items. It does not only increase serotonin levels, increasing satisfaction, and happiness but it can also enhance the taste. Fruity sour products have increased in demand with a **113% increase** in new tart/fruity products (Prepared Foods).

**M&M Food Market Homestyle Fruit Galettes** is hand-folded with strawberries and sour cherries. Canada, Sept. 2021 | Mintel GNPD



**Mason Dixie Scones Blueberry and Lemon Buttery and Sweet Scones** are made out of scratch with lemon peel. USA, Jan. 2022 | Mintel GNPD



**45%** of consumers responded that they would buy this product, outperforming its subcategory.

**Duc de Coeur Almond Macarons with Pistachio & Lemon Fillings** are naturally flavored with a sour creamy filling. USA, Sept. 2021 | Mintel GNPD



## ACIDIC BASED

Consumers cannot get enough of the sweet acidic bakery goods. Adding ingredients such as lemon or lime provides a balance to the bitterness and sweetness, elevating the flavor.

**Pop-Tarts Lemon Crème Pie Toaster Pastries** are naturally lemon flavored and ready to eat. USA, Feb. 2022 | Mintel GNPD



**50%** of consumers responded that they would buy this product, outperforming its subcategory.

Click here for the full insight on Plus Sweet!



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## TRENDING SWEET + SOUR FLAVOR INSPIRATION

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- Yuzu Berry
- Blueberry Pomegranate Matcha
- Blueberry Lemon
- Lavender Lemon
- Lemon Cream
- Mango Lime
- Cherry Limeade
- Blueberry Sour Cream
- Apple Pie Sour Cream
- Watermelon Lime Mint
- Strawberry Lemonade
- Apple Cider Mimosa
- Raspberry Cranberry
- Blood Orange Grapefruit
- Kiwi Strawberry Grapefruit
- Key Lime White Chocolate
- Strawberry Balsamic
- Honey Greek Yogurt
- Mango Tamarind

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## NEED DETAILS? LET'S GET STARTED!

We can help you translate this trend into bright new ideas for your brand. From concept to manufacturing we're here for you, every step of the way.

Feel free to reach out to us via email to request a free flavor sample, talk flavor, innovation, or anything in between.



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