

S'MORES

TRENDING SWEET FLAVOR SPOTLIGHT



GROWING FLAVOR

S'mores is appearing as a growing flavor according to Mintel GNPD

PAIRS WELL WITH:

- Caramel
- Coffee/Latte
- Brownie



+900% GROWTH
in North America new
product introductions from
Q4 2020 vs Q4 2021

TOP PRODUCT CATEGORIES

Bakery, Dairy, Snacks

61% OF CONSUMERS

love or like s'mores,
92% know it and 78%
have tried it



SPOETZEL BREWERY SHINER BONFIRE

BREWSKIS BEER contains a 5% ABV S'more Chocolate and Marshmallow Ale, with marshmallow, chocolate and natural flavors. 31% of consumers responded that they likely or definitely would buy this product.



GOLDEN GRAHAM'S S'MORES TOASTER

STRUDEL PASTRIES feature natural and artificial flavors and retail in an 11.7-oz. 51% of consumers responded that they likely or definitely would buy this product.

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