



SEASONAL FLAVORS: Trends of Summer

From spicy seasonal editions that bring the heat to refreshing fruit features, this summer's limited-edition and seasonal product introductions were full of tasty flavors that brought feelings of summer fun. As consumer interest in seasonal and limited editions continue to grow, food and beverage developers are met with the opportunity to innovate and excite with new flavors, formats and textures across all food and beverage categories. We're taking a look at summer's top flavors and sellers that are making a splash in the food and beverage space. Let's dive in and see where you can find inspiration for your brand for this season and beyond.

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

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

- Cinnamon Bun/Cinnamon Roll
- Apple (Green)
- Cola
- Lychee/Litchi
- Berry
- Matcha/Maccha (Green Tea)
- Blueberry
- Tea (Black) & Pomelo
- Tropical
- Sugar (Icing/Frost/Glaze/Fondant)

"Worldwide, seasonal and limited editions are growing faster than total food and beverage NPD: 11.2% CAGR vs 6.0% CAGR for the five years ending Q1 2022. While there are a greater number of seasonal products launched than limited editions, the latter is posting much stronger growth than seasonal launches."

- INNOVA MARKET INSIGHTS, MAY 2022



FASTEST GROWING FLAVORS: GLOBALLY Seasonal Products, Q2 2021 vs Q2 2022



FASTEST GROWING FLAVORS: NORTH AMERICA Seasonal Products, Q2 2021 vs Q2 2022



TOP SELLERS IN SEASONAL & LTO



Mintel's global IRIS Top Sellers highlight summer seasonal favorites as well as a few summer flavors with unexpected twists. From Goldfish flavored crackers to s'mores ice cream, Mexican street corn chips and more, let's take a look.

TOP SEASONAL SELLERS: IRIS

- Goldfish Limited Edition Old Bay Seasoned Crackers
- Kit Kat Blueberry Muffin Flavored Creme Crisp Wafers
- Gatorade Tropic Flash Thirst Quencher
- Pringles Mexican Street Corn Potato Chips
- Pilsbury Cinnamon Toast Crunch Cinnamon Rolls
- Van Leeuwen's Campfire S'mores French Ice Cream
- Sunkist Mini Summer Variety Pack
- High Noon Pool Pack Hard Seltzer
- Oreo Neapolitan Flavored Cream Sandwich Cookies
- Dr. Pepper Dark Berry Flavored Soft Drink
- Van Leeuwen's Summer Peach Crisp French Ice Cream
- Food for Thought Keto Pad Thai
- Trix Firecracker Fruit Flavored Sweetened Corn Puffs with Marshmallows
- Boursin Chimichurri Style Gournay Cheese

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“With the new season comes lots of delicious things to eat and drink. Trending flavor profiles will draw inspiration from the garden—from fresh fruits and vegetables to herbs and edible flowers. When it comes to popular beverage trends, easy day-drinking is the name of the game.”

- EATING WELL

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TOP GLOBAL CATEGORIES:



BAKERY



SNACKS



ALCOHOLIC BEVERAGES



CHOCOLATE CONFECTIONERY

NOSTALGIC TASTES



This season's introductions brought exciting new twists to nostalgic tastes that consumers all know and love. From gooey s'mores around the campfire to melting ice cream cones in the summer heat — summer is often a time filled with memorable food

experiences for consumers from childhood to adulthood. Let's take a look at the introductions this season that brought us all back to simpler times.

"Pool days, catching fireflies after dark, pickup baseball games, picnics — after the holidays, summertime might be the season that most inspires all the nostalgic feels. The foods we traditionally associate with summertime are no different. Juicy peaches, cold fruit salads, succulent ribs, homemade ice cream, creamy coleslaws and potato salads--these delicious summer dishes (and more) make us feel all the warm (and often hot and humid) fuzzies."

- EATING WELL



PRODUCTS OF NOTE

NABISCO OREO NEAPOLITAN FLAVOR CREME SANDWICH COOKIES consist of a waffle cone flavored cookie with vanilla, strawberry, and chocolate artificially flavored triple layered creme. This kosher and limited edition product is artificially flavored.

55% of consumers responded that they likely or definitely would buy this product.



ORANGE CREAM ZEVIA SODA is a naturally sweetened beverage made from plants. Zevia has added two limited-edition soda varieties to its lineup including Orange Cream and Fruit Punch at select stores.

Source: Amazon



VAN LEEUWEN CAMPFIRE S'MORES FRENCH ICE CREAM Has been added to the range. The limited-edition product contains twice as many egg yolks as standard ice cream and is described as a toasted marshmallow ice cream with chocolate fudge swirls and loads of graham cookies and marshmallows.

34% of consumers responded that they likely or definitely would buy this product.



PILLSBURY CINNAMON TOAST CRUNCH CINNAMON ROLLS are made with real cinnamon. These limited-edition cinnamon rolls contain bioengineered food ingredients and retail in a 12.4-oz. partially recyclable pack containing eight rolls and bearing cooking instructions.

60% of consumers responded that they likely or definitely would buy this product.

SPICY SENSATIONS



Consumer sentiment toward spice hasn't cooled down since last summer. In fact, Whole Foods Market Trends Council identified spicy flavors as one of its five major trends for summer 2022. A recent study from Kalsec also found that over half of consumers surveyed in their recent study ate spicy foods at least once a week. And they're not stopping now – the frequency of consumption and heat levels of hot and spicy foods continues to rise according to Food & Beverage Insider.

This season's spicy standouts featured unique flavors that sizzle as well as collaborations that excite consumers, from Pringles collab with First We Feast's talk show "Hot Ones" to fashionable Tabasco merchandise.

According to Kalsec, "In a recent survey of U.S. consumers ages 18 and older, 80% of consumers now enjoy hot and spicy foods." – Food & Beverage Insider

PRODUCTS OF NOTE

PRINGLES SCORCHIN' HOT ONES LOS CALIENTES VERDE POTATO CRISPS



are now available for a limited time only. The kosher product is naturally and artificially flavored and contains a bioengineered food ingredient.

43% of consumers responded that they likely or definitely would buy this product.

CINNAFUEGO TOAST CRUNCH



combines sweet cinnamon and fiery spice with Cinnamon Toast Crunch's classic Cinnadust. Sold in a new

resealable pouch, the product launched on August 12 exclusively at Walmart.com for a limited time, while supplies last.

SPICY TRUFFLE RANCH



is a collaboration between high-end hot sauce brand Truff and Hidden Valley Ranch. Ranch features the spice of red chiles, umami of black truffles and tangy creaminess of ranch dressing. The limited-edition offering was released on Aug. 30th for a limited time only.

TABASCO DRIPPIN' HOT SUMMER COLLECTION



features summer inspired fashions and accessories to compliment the hot sauce brand. Tabasco offered branded clothing, a woven picnic blanket, insulated cooler bag and beverage coozie. Orders over \$100 will include a complimentary bottle of Tabasco Brand BBQ Sauce.

FLAVOR SPOTLIGHT-

Fruity Features

It wouldn't be a proper summer without a focus on fruit. Fresh fruit salads, sweet citrusy cocktails, ice cold juices and more, fruit flavors are the perfect addition to bring a summery taste to products cross-category. In fact, Passion Fruit is listed as one of EatingWell's Top 10 Summer Food Trends of 2022. The fruit has become much more popular recently with its introduction into products ranging from hard seltzers, juices, and smoothies to many different desserts. In addition, on EatingWell.com, passion fruit-related articles and recipes had a 1,469% increase in views in April compared to the same month last year. Let's take a look at a few other product innovations with fruity features that stand out.



“Just as fall is synonymous with pumpkin spice and apple everything, there are a few flavors that are quintessential to summer, such as watermelon and berries (watermelon and wild berries specifically are the top highest-indexing seasonal fruits on menus during the summer according to our 2022 Seasonality Trends Report).”

- DATASSENTIAL



PRODUCTS OF NOTE

BLUE BELL STRAWBERRY LEMONADE ICE CREAM is a limited-edition flavor that features a combination of lemon sherbet and strawberry ice cream with lemon flakes. The product was available until June 23, 2022, in pint and half gallons.

Source: Blue Bell

WENDY'S STRAWBERRY FROSTY released for summer 2022. The offering features the flavor of strawberries and the creamy texture of a Wendy's frosty. The frosty is available throughout the summer.

Source: Taste of Home

POLAR BEVERAGES SELTZER COLLECTION was introduced in Summer 2022 as a limited-edition assortment. The beverage offering included flavors such as Dragon fruit Lemonade, Guava Mule, Passionfruit Blueberry, Pink Summer Iced Tea, and Strawberry Margarita.

Source: Spectrumnews1.com

TRULY HARD SELTZER COCKTAIL STYLE HARD SELTZER POOLSIDE PACK is said to be inspired by Dua Lipa's Summer Lifestyle, and comprises strawberry melon fizz, orange peach fizz, kiwi mojito style, and pina colada style flavors with other natural flavors. The limited-edition product contains 100 calories, 1g sugar and 2g carbs.

44% of consumers said that they likely or definitely would buy this product.

Source: Truly

THE TAKEAWAYS

This season's summer product introductions and offerings featured bright and fruity flavors, spicy profiles, and quite a bit of nostalgia. Consumer interest in hot and spicy flavors continues to soar with flying colors with the help of unique collaborations, flavors and more. Other nostalgic and fruity flavor offerings such as neapolitan cookies and passionfruit blueberry seltzers have seen popularity in the summer seasonal and LTO space. Many of these flavors will inspire innovation for the upcoming months, so the question is, how can these summer innovations inspire your fall seasonal product developments and beyond?

SOURCES

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- Mintel GNPD
- Food Dive
- Innova Market Insights
- Food & Beverage Insider
- Eating Well
- Blue Bell
- PR Newswire
- Eating Well
- Taste of Home
- Datassential

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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/

