



SEASONAL FLAVORS

Trends of Fall

As summer transitioned to fall, many consumers wasted no time jumping into pumpkin spice season and taking advantage of limited-edition and seasonal offerings. It seems like each year, innovative offerings and seasonal product introductions are launched earlier and earlier with many starting around mid-august. And as 41% of consumers say that seasonality is a key factor that drives them to new offerings, it's no wonder developers and operators alike are getting started early. From snickerdoodle flavored almonds to salted caramel Thanksgiving turkey flavored ice cream, pumpkin chai coffee and more, let's take a look at the trending seasonal products and flavors for fall and see where you can find inspiration for your brand.

FALL'S TOP FLAVORS IN: SEASONAL & LTO's

We took a deep dive into this season's top flavors and spotted many classics and a few unexpected twists. Below are this season's top flavors in seasonal and limited-edition launches.

TOP FLAVORS BY NUMBER OF RELEASES: Global, Fall Seasonal & LTO 2022

■ Chocolate	■ Fruit
■ Hazelnut	■ Milk
■ Gingerbread	■ Caramel (Salted)
■ Strawberry	■ Raspberry
■ Caramel/Caramelised	■ Apple

TOP FLAVORS BY NUMBER OF RELEASES: North America, Fall Seasonal & LTO 2022

■ Pumpkin/Squash & Spice/Spicy	■ Peppermint
■ Chocolate	■ Peanut Butter
■ Sugar (Icing/Frost/Glaze/Fondant)	■ Sour
■ Gingerbread	■ Pumpkin/Squash
■ Strawberry	■ Caramel (Salted)



46% of consumers purchase Fall/Autumn flavored food & beverage products.

- DATASSENTIAL

INNOVATION IN SEASONAL & LTO

From indulgent confectionery to cheesy snacks and fall inspired beverages, popular introductions and limited-time offerings varied cross-category. It's no surprise that pumpkin spice made it's appearance known again this season, but innovation in flavor is abundant in all food and beverage categories. Take a look below at some of the innovative introductions from this season.



NOTABLE PRODUCT INTRODUCTIONS

- Blue Diamond Snickerdoodle Flavored Almonds
- Milano Hazelnut Hot Cocoa Distinctive Cookies
- Limited Time Originals Cranberry Orange Mini Muffins with Holiday Spice
- Williams Sonoma Pumpkin Spice Artisanal Ice Cream Starter
- Favorite Day Candy Corn Crunch Trail Mix
- Lidl Autumn Harvest Pasta Sauce
- Van Leeuwen Pumpkin Cinnamon Roll Non-Dairy Frozen Dessert
- Death Wish Coffee Co. Pumpkin Chai Coffee
- Cheetos Mac 'N Cheese Box of Bones Bold & Cheesy Flavor Pasta with Flavored Sauce
- Betty Crocker Reese's Bats Cookie Kit
- JoJo's Dark Chocolate Pumpkin Spice Filled Bites
- Flipz Pumpkin Spice Covered Pretzles
- Milk Bone Dipped Pumpkin & Spice Flavored Biscuits
- Apple Cider Mix Jelly Beans
- Boom Chicka Pop Salted Maple Flavored Kettle Corn

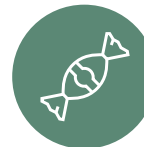
TOP CATEGORIES



CHOCOLATE
CONFECTIONERY



BAKERY



SUGAR & GUM
CONFECTIONERY



SNACKS



HOT
BEVERAGES



DAIRY

THE OPPORTUNITY IN SEASONAL

“Seasonality is a big opportunity for foodservice locations or food companies to encourage their culinary and marketing departments to collaborate. Flavors and LTOs timed to highlight in-season ingredients or holiday festivities reliably fill up the marketing calendar all year long, and they have a follow-on effect that bolsters the menu in another way.

Two in five people consider seasonality as an important attribute when they're evaluating new offerings based on the dishes' preparation methods. As a signifier of high quality, seasonal ingredients outrank descriptors like organic, non-GMO, vegetarian or vegan.”

- DATASSENTIAL



THANKSGIVING TRADITION INSPIRED

Consumers often associate flavors and dishes with seasons or specific holidays. In fact, 71% of consumers say they associate Thanksgiving with eating occasions and with special flavors, dishes, or limited-time menu releases from restaurants. This season, we spotted Thanksgiving inspired flavors across the food and beverage space that were sure to evoke feelings of comfort and nostalgia during the holiday season.

“The holiday’s reason for existing is to gather people for dinner, so it is a prime opportunity for the food industry to prepare new, exciting offerings featuring flavors like cranberry, pumpkin, and of course turkey.”



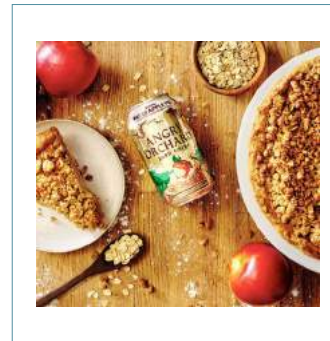
– DATASSENTIAL

PRODUCTS OF NOTE



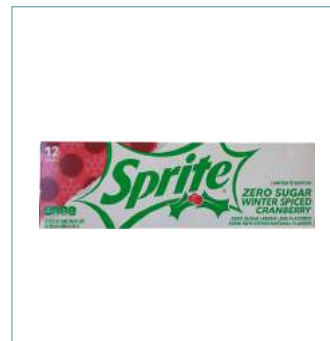
SALT & STRAW SEASONAL PINTS PACK FEATURES THANKSGIVING-THEMED ICE CREAMS in five festive flavors: Salted Caramel Thanksgiving Turkey, Sweet Potato Casserole with Maple Pecans, Roasted Peach & Sage Cornbread Stuffing, Roasted Cranberry Sauce Sorbet, and Spiced Goat Cheese & Pumpkin Pie.

Source: Forbes



ANGRY ORCHARD NATURAL BAKED APPLE PIE STYLE HARD CIDER launched this fall in the brand’s Fall Haul Variety Pack. The brand is also partnering with Brooklyn-based pie shop Four & Twenty Blackbirds to launch limited-edition Boozy Baked Apple Pies made with Angry Orchard’s most recent cider innovation.

Source: FoodDive



SPRITE ZERO SUGAR WINTER SPICED CRANBERRY LEMON-LIME FLAVORED SODA is a limited-edition product and contains 100% natural flavors and other natural flavors. The product has no caffeine and provides zero calories per can.

47% of consumers responded that they likely or definitely would buy this product.

FLAVOR SPOTLIGHT: CARAMEL

Caramel was noted as a top flavor for both Global and North America new product introductions with a seasonal or limited edition claim this Fall season. From classic caramel to salted caramel, caramel apple and more, the sweet and rich flavor profile can be paired with a variety of other flavors to innovate and provide new offerings for consumers especially during the fall and winter months.

75% love or like caramel flavor

97% know it

90% have tried it

Found on 31.6% of restaurant menus

- Datassential



PRODUCTS OF NOTE



STARBUCKS SALTED CARAMEL MOCHA GENUINE K-CUP COFFEE PODS is a limited-edition product that features chocolaty and rich caramel notes.

27% of consumers responded that they likely or definitely would buy this product.



FAVORITE DAY CARAMEL APPLE FLAVORED CARAMEL CORN is made with dried apple slices and real butter. The limited offering retails in a 7 oz pack.

45% of consumers responded that they likely or definitely would buy this product.



CALIFIA PECAN CARAMEL ALMOND MILK COFFEE CREAMER is a rich, thick non-dairy creamer that is said to taste like an indulgent treat in your morning coffee. The product features a pecan nutty-caramel flavor.



STONEWALL KITCHEN CARAMEL APPLE PIE DUTCH WAFFLE COOKIE is a modern take on the classic stroopwafel. The product features thin cookies sandwiched together with gooey caramel sauce made with cinnamon, nutmeg and a hint of apple.

THE TAKEAWAYS

This season's product introductions featured holiday-themed food and beverages and innovative fall releases, both in flavor and format. Innovation in seasonal products and LTOs featured exciting flavors from varieties of caramel to pumpkin spice, chocolate peppermint and more. And according to datassential, consumers are interested in these seasonal flavors, with 48% saying they believe they should be enjoyed year-round. Many of these flavors will inspire innovation for the upcoming months as we lead into the winter season, so the question is, how can these innovations inspire your winter 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
- Datassential
- PR Newswire
- Trendhunter
- Salt & Straw
- Angry Orchard
- Delish.com

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