



SEASONAL FLAVORS TRENDS OF WINTER

Known for warm and cozy flavors that spark memories of nostalgic dishes, family gatherings and holiday cheer, winter spans major celebrations in the food and beverage space from Christmas to New Year's and Valentine's Day celebrations. While indulgence in bakery, candy and confections are often a common pairing with winter flavors, there's opportunity cross-category in limited-edition and seasonal offerings that might push the expected. From seasonal winter classics to the new and innovative, let's take a look at the flavors and trends rising to the top, and see how they can help inspire your next innovation.

TOP WINTER FLAVORS



We took a deep dive into winter's top flavors and spotted many classics and some notable growing flavors. Below are winter's top flavors in seasonal and limited edition launches this year.

TOP FLAVORS IN SEASONAL/LTO PRODUCTS:

Global Introductions, Dec. 2022 -Mar. 2023

- | | |
|-----------------------|-----------------------|
| ■ Chocolate | ■ Orange/Sweet Orange |
| ■ Hazelnut | ■ Caramel (Salted) |
| ■ Gingerbread | ■ Fruit |
| ■ Strawberry | ■ Milk |
| ■ Caramel/Caramelised | ■ Almond |

TOP FLAVORS IN SEASONAL/LTO PRODUCTS:

North America Introductions, Dec. 2022-Mar. 2023

- | | |
|---------------|-----------------------|
| ■ Chocolate | ■ Caramel/Caramelised |
| ■ Gingerbread | ■ Orange/Sweet Orange |
| ■ Peppermint | ■ Strawberry |
| ■ Red Velvet | ■ Sugar |
| ■ Pretzel | ■ Marshmallow |

FASTEST GROWING FLAVORS:

Global Introductions, Q4 2021 to Q4 2022

- Snickerdoodle.....+500%
- Honeycomb+450
- Wine.....+400%
- Cookie Dough.....+400%
- Coffee (Espresso).....+400%
- Butternut.....+400%

FASTEST GROWING FLAVORS:

North America Introductions, Q4 2021 to Q4 2022

- Cashew (Nut)..... +600%
- Chocolate (Dark/Black).....+450%
- Macadamia.....+400%
- Snickerdoodle.....+400%
- Cookies & Cream.....+400%
- Orange/Sweet Orange.....+366.67%

“Cooler weather brings the opportunity to offer new and exciting flavors, but also gives operators the chance to deliver a fun and entertaining experience with LTOs.”

-RESTAURANT BUSINESS NEWS

TOP SELLERS IN SEASONAL & LTO

Winter's top seller list was filled with many indulgent sweets and festive holiday treats. Comforting nostalgic flavors of Christmas and Valentine's Day inspired innovative introductions especially in the chocolate confection and bakery space. However, this year's winter introductions also featured some flavor breakthroughs spotted in categories such as hot beverages and alcoholic beverages.



NOTABLE PRODUCT INTRODUCTIONS:

- M&M's White Chocolate Marshmallow Crispy Treat
- Bailey's Vanilla Mint Shake Irish Cream Liquor
- Ben & Jerry's Change is Brewing Cold Brew Coffee Ice Cream with Marshmallow Swirls
- Smooj Apple Pie Hard Smoothie
- Special K Chocolate Strawberry Cereal
- Oreo The Most Oreo Oreo
- Sour Patch Kids Hearts Soft and Chewy Candy
- Great Value Love Vanilla Ice Cream Sandwich
- H-E-B Habanero Salsa Tortilla Chips
- Ethel's Orangesicle Dream Bars
- Laurel's Butter Gingerbread Crunch Butter
- Van Leewen's Tapatio Mexican Hot Chocolate French Ice Cream
- Western Family Signature Orange Flavored Break-A-Parts Milk Chocolate
- Brach's Holiday Heat Sweet & Spicy Candy Canes

TOP GLOBAL CATEGORIES:



CHOCOLATE
CONFECTIONERY



BAKERY



SNACKS



HOT
BEVERAGES

THE LTO INTRIGUE



From cozy unique flavors that feed into consumer nostalgia to brand collaborations that spark interest, LTO's continue to be an effective way to build excitement and anticipation for products and generate buzz on social. We're taking

a look at a few limited-time offerings that influenced consumers' flavor choices and purchasing decisions.

“Limited-time offers (LTOs) offer manufacturers and foodservice operators long-term benefits.

The innovations are not just the holiday-themed foods and beverages intended to get consumers in the spirit of the season. Rather, they raise curiosity and create an urgency to purchase because of their limited availability.

They typically are flavor focused and may provide a multi-sensorial experience, meaning visual cues must be considered, as well as texture and mouthfeel.”

-FOOD BUSINESS NEWS

PRODUCTS OF NOTE



TILLAMOOK CAMPFIRE PEANUT BUTTER CUP ICE CREAM is a limited-edition product that retails in a 1.5-qt. pack. The ice cream features toasted marshmallow ice cream with a fudge swirl and mini chocolate peanut butter cups.

50% of consumers said that they likely or definitely would buy this product.



NABISCO OREO SNICKERDOODLE SANDWICH COOKIES are a limited-edition product seasonal for Christmas 2022. The product features cinnamon flavor creme and crunchy sugar crystals.

66% of consumers said that they likely or definitely would buy this product.



GHIRARDELLI CHOCOLATE MILK CHOCOLATE CARAMEL BROWNIE BUNNIES are now available for Easter 2023. The limited edition creamy milk chocolate bunnies are filled with luscious brownie flavored caramel

50% of consumers said that they likely or definitely would buy this product.



PEPSI X PEEPS ARTIFICIAL MARSHMALLOW FLAVORED PEPSI is now available for Easter 2023, and retails in a 75-fl. oz. pack containing 10 x 7.5-fl. oz. mini cans. The limited-edition product is marshmallow flavored.

26% of consumers said that they likely or definitely would buy this product.

GROWING FLAVOR INSPIRATION

Two flavor profiles that we spotted growing in the seasonal and LTO space were a variety of nut flavor profiles and orange or sweet orange varieties. While nut profiles' often warm and comforting flavor fits right into the season, orange may be a more unexpected flavor for the winter months. According to Mintel GNPD Orange/Sweet Orange grew around 366% in North America from Q4 2020 to Q4 2021. Meanwhile, Cashew and Macadamia showed 600% and 400% NA growth respectively from Q4 2020 to Q4 2021.

NUT VARIETIES



MEMBER'S MARK WHITE CHOCOLATE & MATCHA GREEN TEA MACADAMIA NUTS were available for holiday season. The limited time offering featured salty sweetness of roasted macadamia nuts covered in white chocolate and matcha green tea.

33% of consumers said that they likely or definitely would buy this product.



LAURIE'S PANTRY BE MY VALENTINE GRANOLA launched for Valentine's Day 2023 and featured multigrain vanilla granola with cashews, almonds, raspberries and shaved white chocolate.

22% of consumers said that they likely or definitely would buy this product.



STARBUCKS PISTACHIO CREAM COLD BREW is sweetened with vanilla syrup topped with a pistachio cream cold foam and salted brown-buttery sprinkles.

Source : Starbucks

ORANGE/SWEET ORANGE



PC PRESIDENT'S CHOICE CRANBERRY & BRIE PUFF PASTRY BITES were available for Christmas 2022. The product includes leaf-cut puffs with tart, sweet and savoury taste and a hint of fresh citrus through orange zest.



WILLIAMS SONOMA MISTLETOE MARGARITA FESTIVE COCKTAIL MIXER combines the bright juices of cranberries, blood oranges and limes with a touch of agave syrup. The product is seasonal for Christmas 2022.

31% of consumers said that they likely or definitely would buy this product.



ETHEL'S BAKING CO. ORANGESICLE DREAM BARS are limited edition and retail in a 9-oz. pack. The product is gluten-free and is made with local eggs and butter.

21% of consumers said that they likely or definitely would buy this product.

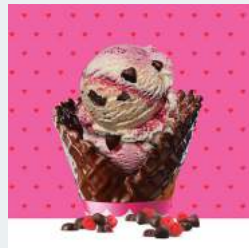
INNOVATIVE OFFERINGS



Food and beverage developers can also take inspiration from brands introducing innovative offerings connected with their product and menu introductions. In fact, research shows opportunity in this space — 41% of consumers saying seasonal flavors are a factor in purchasing something brand new from a menu when dining out. From game day kits to boozy ice cream and more, let's take a look at how brands are amping up the fun and flavor this season.

BASKIN ROBINS CRAZY FOR YOU CAKE ICE CREAM

Starting on February 1, Baskin Robbins is launching the Flavor of the Month Love Potion #31 and the Crazy for You Cake, which is heart-shaped with fudge accents, chocolate drips, OREO Cookies and buttercream roses.



TIPSY SCOOP "DECK THE HALLS" BOOZY ICE CREAM

comes with 5 spiked flavors including vodka-infused Iced Holiday Sugar Cookie Martini, coffee liqueur-infused Cookies & Cream Mudslide and creme de menthe-infused Minty Spiked Hot Chocolate.



TACO BELL INTRODUCED THE NEW ULTIMATE GAMEDAY BOX

features an array of Taco Bell favorites including Mexican Pizza, four Crunchy Tacos and eight Crispy Chicken Wings alongside two Spicy Ranch dipping sauces. The deal lasted from January 26 through February 9th.



DAIRY QUEEN'S CHURRO DIPPED CONE

features the brand's signature vanilla soft-serve dipped in a churro-flavored crunchy coating and sprinkled with cinnamon sugar. The new treat is expect to hit menus nationwide in mid-February 2023.



THE TAKEAWAYS

LTOs and seasonal offerings during this season provide an opportunity for developers to add unique twists to flavor classics as well as innovate new profile ideas. From holiday inspired products to growing flavors such as nut varieties and orange, developers capitalized on the opportunity for comforting and fresh flavors. And as seasonal and limited-edition introductions are still anticipated in the spring and summer seasons, opportunity in this space will continue to grow. So, is there an opportunity to expand the horizons of seasonal flavor in your product development?



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SOURCES

- Mintel
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