



SEASONAL FLAVORS TRENDS OF SPRING

Spanning from March to June, when spring time comes consumers look forward to innovative seasonal and limited-edition products that feature exciting new flavors, formats and collaborations. While sweet treats in chocolate confectionery and bakery often dominate this space, product developers can find opportunity in the seasonal and LTO space cross-category. From cherry limeade popcorn to Funfetti jellybeans, let's take a look at the trending seasonal products and flavors for spring, and see where you can find inspiration for your brand.

TOP SPRING FLAVORS



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

TOP FLAVORS IN SEASONAL/LTO PRODUCTS:

Global Introductions, March 2022 - June 2023

- | | |
|-----------------------|--|
| ■ Hazelnut | ■ Praline (Nut Filling) |
| ■ Caramel/Caramelized | ■ Caramel (Salted) |
| ■ Chocolate | ■ Orange/Sweet Orange |
| ■ Milk | ■ Vanilla/Vanilla Bourbon/Vanilla Madagascar |
| ■ Strawberry | ■ Fruit |

TOP FLAVORS IN SEASONAL/LTO PRODUCTS:

North America Introductions, March 2022 - June 2023

- | | |
|-----------------------|-----------------------|
| ■ Sugar | ■ Marshmallow |
| ■ Caramel/Caramelized | ■ Strawberry |
| ■ Hazelnut | ■ S'mores |
| ■ Sugar | ■ Chocolate |
| ■ Peach | ■ Orange/Sweet Orange |

FASTEST GROWING FLAVORS:

Global Introductions, Q4 2021 to Q4 2022

- Sweet Potato/Kumara+700%
- Christmas Pudding+600%
- Crème Brulee/Crema Catalana+600
- Rocky Road+500%
- Pizza+400%

FASTEST GROWING FLAVORS:

North America Introductions, Q4 2021 to Q4 2022

- Non pareils/Sprinkles/Hundreds & Thousands ..+1300%
- Red Velvet+900%
- Brownie+700%
- Roasted/Toasted+600%
- Sugar (Icing/Frost/Glaze/Fondant)+533%
- Pretzel+500%

Floral flavors, fresh fruits, and healthy indulgent items are driving spring trends.

- DATASSENTIAL

TOP SELLERS IN SEASONAL & LTO

Popular seasonal and limited-edition sellers varied cross-category. As usual, chocolate confectionery and bakery were a common theme in this space this season, but innovation is notable in all food and beverage categories. Let's take a look.



NOTABLE PRODUCT INTRODUCTIONS:

- Bud Light Seltzer Sangria Splash
- Sprite Lemon-Lime Flavored Tic Tac
- Target Favorite Day Grillable Brownie Smores
- Original Icelandic Yogurt with Passionfruit & Cheesecake Flavor (Norway)
- Snickers Lime Mousse Flavored Chocolate Bar (Brazil)
- Ruffles Honey Habanero Flavored Potato Chips
- Hershey's White Crème with Sprinkles and Popping Candy Bar
- Great Value Strawberry Lemonade Cereal
- McKee Little Debbie Blooming Spring Brownies
- Peeps Dr. Pepper Flavored Marshmallow Chicks
- Kellogg's Rice Krispies Marshmallow Candy Eggs
- Pillsbury Grands! Cinnamon Rolls with Peaches & Cream Flavored Icing
- Coca-Cola Move Rosalía Cola
- Califia Campfire S'mores Flavored Oat Creamer

TOP NORTH AMERICA CATEGORIES:



BAKERY



CHOCOLATE
CONFECTIONERY



SNACKS



SUGAR & GUM
CONFECTIONERY

SPRING CELEBRATIONS



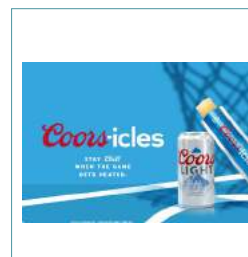
The spring season spans multiple holidays that provide opportunity. While Easter is a major holiday in this season, St. Patrick's Day, Cinco De Mayo, Mother's Day, Ramadan, March Madness and more can also provide inspiration during this time period.

79% OF CONSUMERS
are interested in limited-time offerings featuring seasonal ingredients.

-DATASSENTIAL

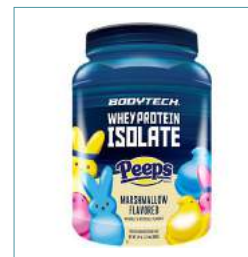


PRODUCTS OF NOTE



COORS LIGHT COORS-ICLES are non-alcoholic beer-flavored popsicles that were introduced during March Madness NCAA basketball games. The coors-icles were intended to help fans "stay chill" when things get heated this March. The limited-time offering is inspired by the flavor and refreshment of the popular beer.

Source: Food Dive; Molson Coors



BODYTECH PEEPS MARSHMALLOW-FLAVORED WHEY PROTEIN ISOLATE provides 25 grams of protein, 110 calories, and is low-lactose. The flavor released just in time for the Easter holiday.

Source: Purewow; Vitamin Shoppe



SOUR PUNCH BLUE RASPBERRY, GRAPE, FRUIT PUNCH, LEMON EASTER STRAWS are now available for Easter 2023. The candy is artificially flavored and retail in a 3.2 oz pack.

52% of consumers responded that they likely or definitely would buy this product.



GENERAL MILLS LUCKY CHARMS FROSTED TOASTED OAT CEREAL WITH MARSHMALLOWS has been repackaged for St. Patrick's Day 2023. The Magic clovers turn milk green and contains 19g of wholegrain per serving.

58% of consumers responded that they likely or definitely would buy this product.

HEALTHY INDULGENCE

Indulgent treats are a staple of the spring season, especially in chocolate confectionery for the Easter holiday. But developers are innovating in the indulgence space by providing better-for-you products that still meet consumers' cravings. The notable products mentioned can be used for flavor and format inspiration in this space.

SEARCHING FOR FLAVOR INSPIRATION?

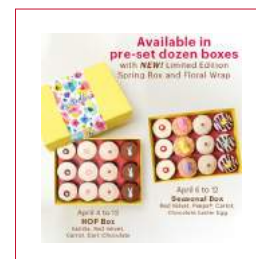
We spotted a few indulgent flavor standouts for North America on Mintel GNPD.

- **Non pareils/Sprinkles/Hundreds & Thousands** flavored products showed **+1300%** growth Q4 2022 compared to Q4 2021
- **Red Velvet** flavor showed **+900%** growth in Q4 2022 compared to Q4 2021



SUNDAY'S CRÈME COOKIES are said to have a creamy vanilla filling sandwiched between two rich chocolate cookies. "Eerily similar to the original but with zero sugar." The product contains 7g protein, 1g net carbs and 0g sugar.

Source: Purewow, Amazon



SPRINKLES CUPCAKES INTRODUCED PRE-SET DOZEN BOXES OF THEIR CUPCAKES in a limited-edition Spring Box and Floral Wrap. The seasonal box includes Red Velvet, Peeps, Carrot, and Chocolate Easter Egg flavors. Their HOP Box includes Vanilla, Red Velvet, Carrot, and Dark Chocolate Flavors.

Source: Disney Food Blog



HALO TOP PEANUT BUTTER CHOCOLATE CHIP LIGHT COOKIE MIX is said to have one-third of the calories of the competition. Each cookie contains 80 calories as prepared and the mix makes 16 cookies. The brand also introduced a fudge brownie mix.

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



REBL SALTED CARAMEL PROTEIN PLANT-POWERED ELIXIR is now available, and retails in a 12 fl. oz. pack. The limited edition product features zinc to support a healthy immune system, 16g protein per bottle and MCTs.

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

FLORAL FLAVORS

Floral flavors continue to drive trends with a variety of floral flavors growing on menus. Options like lavender, cherry blossom, elderflower, and hibiscus are all great options for flavor innovation. As flavor trends often start in the dining space, developers should look out for this trend in the grocery aisle.



SALT & STRAW RELEASED FLORAL INSPIRED ICE CREAMS in honor of several perennial bloomers and plants of springtime. According to a press release sent to Tasting Table, these pints highlight the taste of four classic edible flowers: jasmine, rose, hibiscus, and orange blossom, plus a nod to the fruit of a favorite flowering plant — licorice-forward anise.



FLASH BREW HONEY LAVENDAR OATMILK LATTE is said to be easy to drink and approachable. It contains subtle notes of lavender paired with sweet floral perfumes anchored with Verve's House Oatmilk make for a "perfect summer moment."

Verve; Amazon

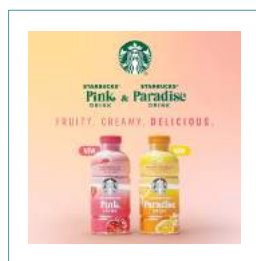


MEIJER CRANBERRY HIBISCUS FLAVORED HERBAL TEA is now available, and retails in a 1.76-oz. pack containing 20 tea bags. The herbal tea is limited edition, free from caffeine and gluten and has warm notes of cranberry and cinnamon.

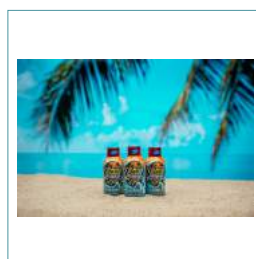
41% of consumers responded that they likely or definitely would buy this product.

FRESH FRUITS

Fresh fruits are a staple of the spring and summer months, and we are seeing them growing in new products and menu introductions in the food and beverage space. Take a look at some of the refreshing offerings below.



STARBUCKS PINK DRINK AND PARADISE DRINK are now available bottled in grocery stores everywhere. The Pink Drink features coconut milk and strawberry açai and other fruit juices while the Paradise Drink features tropical blend of pineapple, passionfruit and coconut milk.



5-HOUR ENERGY TIDAL TWIST SHOTS feature a tropical tsunami of flavor with the proprietary 5-hour ENERGY Extra Strength blend containing B-vitamins, amino acids, nutrients, zero sugar and caffeine. With 230 mg of caffeine in each extra strength shot, it is equivalent to a 12-ounce cup of premium coffee. The new Tidal Twist 5-hour ENERGY shots are sold exclusively at participating 7-Eleven and Speedway Stores.



TRADER JOE'S RICOTTA & LEMON ZEST RAVIOLI has been relaunched. This product is described as thin stuffed pasta with creamy ricotta and Sicilian lemon zest. It retails in an 8.8-oz. pack bearing cooking instructions.

37% of consumers responded that they likely or definitely would buy this product.

THE TAKEAWAYS

Spring's product launches and menu offerings featured flavors and formats catered to celebrations, fruity and refreshing tastes and indulgent alternatives. And as new spins on familiar favorites and limited-edition flavor continue to intrigue consumers, developers have a great opportunity for innovation in this space. In fact, 79% of consumers are interested in limited-time offerings featuring seasonal ingredients according to a recent Datassential report. Seasonal and limited-edition spring flavors can continue to inspire innovation in the summer season and beyond. The question is, where do these flavor trends fit in for your brand?



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 Flavor Solutions 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, seasoning 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.

From concept to manufacturing, we're here for you — every step of the way.

Contact your sales representative or chat us up at www.mccormickflavor.com/en-us/contact-us

SOURCES

- Mintel
- Mintel GNPD
- Innova Market Insights
- Mattson
- Upcycled Food Association
- U.S. Food and Drug Administration
- World Grain
- Future Market Insights
- Persistent Market Research
- MarketsandMarkets
- Mordor Intelligence
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