

FLAVOR SPOTLIGHT:

SALTED VANILLA

Vanilla's deeply layered flavor and intense, alluring aroma has made it one of America's most beloved profiles for sweets from cakes to ice cream. As consumers desire complex taste experiences, the combo of 'sweet and salty' has spiked. With a twist on the familiar, 'salted vanilla' has been popping up on menus, online recipes and making buzz on social media as it satisfies sweet and salty cravings.

TREND SIGNALS

8%

Expected CAGR growth of the global **vanilla** market 2024-2029.

Future Market Insights

Approx. **25%** of menued desserts with **SALTED CAMEL** also have a **VANILLA** flavor.

US Chains & Independents, 2023, Datassential

**Salted Vanilla is a fun twist
on two beloved profiles:**

86%

of consumers
love or like it
VANILLA

65%

of consumers
love or like it
**SALTED
CAMEL**



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ON THE MENU



The Restaurant Sylvan Table (Sylvan Lake, MI) offers a **salted vanilla ice cream** to top desserts.

Photo: Rebecca Simonov, Detroit.



Disney

Disney's 100th Year Celebration featured the Violet Pretzel, a cream cheese-filled pretzel drizzled with **salted vanilla cream** and lavender sugar.

Photo: DisneyFoodBlog.com.

RECIPES



TikTok post for a **salted vanilla honey syrup** recipe for chai, lattes and more. By thethriftwitch (476.7K followers).



Southern Living

Sea salt ice cream recipe from Southern Living. "**Salt contrasts the sweet creaminess of the vanilla ice cream**, enhancing the flavor of the dessert and making it almost irresistible," Southern Living Test Kitchen, Sept 2023.

ON THE SHELF

43 product launches with 'Salted Vanilla' in the title or description between '20-'23. Many launches are from Japan.

Mintel GNPD, Global launches



Revival Sea Salt Vanilla Craft Almond Butter is salty yet sweet. U.S.



Daiichi Pan Salted Vanilla Cream Sandwich features a vanilla flavored cream puff dough coating and a salted vanilla cream filling. Japan



Lotte Toppo Salted Vanilla Flavor Chocolate Pretzel Sticks are butter flavored pretzel sticks filled with chocolate. Flavored with Madagascar vanilla and salt. Japan

Top launch categories include cakes/sweet goods, cookies, and ice cream. The profile also appears in snacks, spreads, coffee, snack bars and even a poultry product.

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FROM OUR BENCH

“Vanilla is so versatile it pairs with almost any flavor imaginable! I created a salted vanilla latte cake pop inspired by my love for sweet and salty foods and vanilla lattes. Saltiness and sweet creamy vanilla notes come from Natural Optify™ Salted Vanilla flavor, which pairs well with a Natural Rich Coffee Flavor, leaving you wanting more of this indulgent treat. ”

Sandra Scaliatone, Scientist II



FROM OUR CHEFS

The warm, mellow flavor of vanilla can easily be elevated with a hint of savory salt. Just a pinch can do wonders for bringing out the depth of flavors in vanilla extract, enhancing sweet marshmallow, smooth bourbon, and fruity floral notes for a more rounded or balanced experience. Add a sophisticated twist to classic vanilla treats, like chocolate chip or butter cookies, cheesecakes, or custards by finishing with a pinch of flaky salt. The flavor contrast, as each bite hits your tongue, makes your tastebuds come to life and creates ultra-craveable complexity without overwhelming your palate.

McCormick Test Kitchens



TAKEAWAYS:

Vanilla is one of the most unmistakable flavors on earth. This treasured, slender, dark brown bean is cultivated today, as it was centuries ago, entirely by hand. Few realize the care involved in creating its complex, full-bodied taste and captivating aroma. When paired with salt, the duo delivers complex ‘sweet and salty’ notes that elevate a range of applications. Simple, yet elegant the pairing is great for ice cream, baked goods, coffee drinks confections, and more. Thinking of Salted Vanilla for your next flavor innovation? We can help.



From concept to manufacturing, we’re here for you!
Contact us or click to request a **FREE** flavor sample.