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

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

8% Expected CAGR growth of the global vanilla market 2024-2029.

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 CARAMEL
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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’s 100th Year Celebration featured the Violet Pretzel, a cream cheese-filled pretzel drizzled with salted vanilla cream and lavender sugar. Photo: DisneyFoodBlog.com.

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 Madagascan 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.

RECIPES

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

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.

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Sources: Mintel GNPD, revivalfoodco.com
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.