

## Fall

Change is in the air as we move from Indian summer to crisper fall temps! Classic flavors abound like apple and savory pumpkin with sweet browns like caramel and spice notes further defining the flavor landscape. Cozy on up as we take a deeper look into some traditional fall favorites! To better understand the fall seasonal flavor desires of consumers, our Marketing and Insights Team conducted a nationwide survey with over 1,000 respondents and the results are in!

**93%** of consumers find food & beverage products with seasonal flavors comforting and nostalgic.

**89%** purchase their favorite seasonal flavors every year.

### RECOMMENDED\* FALL FLAVORS

Overall Desirability Ranked by % Interest

German Chocolate Cake (4.12)

Caramel Apple (4.10)

Sea Salt Caramel (3.96)

Pumpkin Cheesecake (3.95)

S'mores (3.89)

Snickerdoodle (3.85)

Pecan Pie (3.80)

Chocolate Praline (3.66)

Apple Cider Donut (3.61)

Apple Cranberry (3.54)



The top two flavors for overall liking across the seasons are the fall favorites of **pumpkin and apple**. In both cases, the top flavor profiles relate to dessert applications of pie, cobblers and crisps, and cheesecake.



**Thanksgiving** is the highest rated holiday where consumers (71%) would like to see additional seasonal products.

\*Recommended flavors with a mean of 3.5 or above, rated on scale of 1-5 with 5 being extremely interested.

### U.S. PRODUCT LAUNCHES WITH FALL INSPIRED FLAVORS



Target's Favorite Day  
Caramel Apple Flavored  
Caramel Corn



Sanders Small Batch Wonders  
Pumpkin Spice Milk Chocolate Sea  
Salt Caramels



Enlightened  
Pumpkin Cheesecake  
Light Ice Cream