

## Spring

As the days get longer and the earth comes alive with buds, blossoms, and greenery, there is an increased desire for fresh and bright flavors. Citrus and an array of berries appear to be the flavor frontrunners and truly are the harbingers of spring. To better understand the spring seasonal flavor desires of consumers, our Marketing and Insights Team conducted a nationwide survey with over 1,000 respondents and the results are in!

**90%** of consumers said they find food and beverage products with ingredients specific to the season very appealing.

**91%** said they find seasonal flavors exciting because they can't always get this particular flavor.

### RECOMMENDED\* SPRING FLAVORS

Overall Desirability Ranked by % Interest

Chocolate Dipped Strawberry (4.14)

Carrot Cake (3.81)

Key Lime Pie (3.75)

Iced Lemon Cookie (3.66)

Raspberry Cream (3.63)

Coconut Cream Pie (3.62)

Pistachio (3.61)

Blueberry Lemon (3.54)

Lemon Meringue Cookie (3.52)



**Berry flavors** were #6 in overall liking of seasonal flavors. Strawberry shortcake, blueberry muffin, mixed berry and raspberry flavor concepts all had a mean score of 4.25 (5 point scale, 5= extremely interested) of specific berry flavors.



**Spring holidays** that consumers said they would like to see with specific seasonal products include:

- St. Patrick's Day (36% interested)
- Cinco de Mayo (34%)
- Sports Seasons like March Madness or Baseball (28%)

\*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 SPRING INSPIRED FLAVORS



Target's Favorite Day  
Carrot Cake Trail Mix



Tillamook Frozen Custard  
Oregon Strawberry Shortcake



Dewey's Bakery  
Key Lime Cookies