

Winter

Each winter holiday or social occasion is defined by a plethora of decadent food and drink items. These seasonal treats are loaded with buttery notes, sweet brown flavors and cozy warming spices. To better understand the winter seasonal flavor desires of consumers, our Marketing and Insights Team conducted a nationwide survey with over 1,000 respondents and the results are in!

42% of consumer indicated that winter was the season that excites them the most, which is **+24%** over prior year's results!

86% of consumers purchase seasonal flavors for special occasions like celebrations.

70% of consumers purchase food & beverage products with seasonal flavors as gifts.

RECOMMENDED* WINTER FLAVORS

Overall Desirability Ranked by % Interest

Cinnamon Roll (4.35)

Red Velvet (4.03)

Frosted Sugar Cookie (4.02)

Black Forest Cake (3.88)

Gingerbread (3.86)

Chocolate Caramel Pretzel (3.78)

Mint Chocolate Chip (3.74)

Candy Cane (3.69)

Irish Cream (3.62)

White Chocolate Peppermint (3.52)



Cookie flavors were in the top 5 flavors across all seasons for overall liking. Frosted sugar cookie was rated #2 and gingerbread #4 on our winter seasonal list.



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

- New Year's Eve (48% interested)
- Chinese New Year (16%)
- Diwali (9%)

*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 WINTER INSPIRED FLAVORS



General Mills
Gingerbread Toast Crunch



Oreo
Red Velvet



Pillsbury
Cinnamon Bun
Premium Cake Mix