

FONA'S AUTUMN FLAVOR INSPIRATION

2021 Seasonal Survey Statistics

Pumpkin pie, maple syrup, and apple cider are hallmarks of autumn. Consumers often turn to seasonal products and flavors to fuel their enthusiasm for this colorful season. To better understand the seasonal consumer, FONA conducted a nationwide survey with over 500 respondents, and these are the results our experts found.

TOP 5 FLAVORS

1. **Pumpkin Pie**
2. **Pumpkin Spice**
3. **Maple**
4. **Apple Cinnamon**
5. **Maple Brown Sugar**

APPLE, PUMPKIN, OR MAPLE?



Apple scored significantly higher than Pumpkin and Maple on the "Healthy" attribute, with a 15 percentage point difference and an 18 percentage point difference, respectively.

HERE'S WHY AUTUMN IS AN IMPORTANT SEASON TO TARGET WHEN IT COMES TO SEASONALLY FLAVORED FOODS AND BEVERAGES:

51%

of respondents answered that autumn excites them most.

32%

of respondents purchase products with autumn flavors as soon as they hit shelves.

4.30

was the average rating for Apple in terms of overall liking.*

4.27

was the average rating for Pumpkin in terms of overall liking.*

4.13

was the average rating for Maple in terms of overall liking.*

Rating scale: 5=Like Very Much, 4=Like Slightly

Many respondents were interested in seeing seasonally flavored foods and beverages for other autumn holidays, including 22% for Thanksgiving and 13% for Oktoberfest.

CELEBRATE GOOD TIMES

Source: FONA International Nationwide Survey
www.fona.com

FONA's Autumn Flavor Inspiration:

Interested in sampling some of these additional autumn flavor favorites? Our consumers rated the attached listing based upon overall desirability and we found that there were many other flavors that deserved consideration beyond the traditional favorites of apple, pumpkin and maple. Let our flavor experts help you experience the warmth and comfort of the season with flavors that will make your innovation stand out from the competition!

Flavor	Mean
Caramel Apple Pie	4.06
Pumpkin Cheesecake	4.06
Maple Brown Sugar	4.01
Apple Spice	3.99
Pecan Pie	3.96
Snickerdoodle	3.93
Buttery Carmel	3.88
Maple Pecan Waffles & Syrup	3.86
Maple Spice	3.84
Harvest Spice	3.82
Apple Cider Doughnut	3.81
Apple Cranberry	3.75
Autumn Maple Creme	3.73
Dark Cherry Vanilla	3.63
Spiced Pear	3.53
Maple Bourbon	3.53
Vanilla Cardamom	3.48
Candy Corn	3.42
Cardamom Pear	3.26

AUTUMN FLAVORS OVERALL DESIRABILITY

Rating Scale

- 5=Extremely desirable
- 4=Like slightly
- 3=Neither desirable nor undesirable
- 2=Dislike slightly
- 1=Extremely undesirable

Recommended flavors with a mean of 3.5 or above

**NEED
DETAILS?**

LET'S TALK

Contact our Sales Service Department at 630 578-8600 to request a flavor sample or visit www.fona.com.

