



GOOD MOOD FOOD

3 Flavor Trends Influencing Food & Beverages

BY: GENA TIESCH, SR. INDUSTRY ASSOCIATE



COVID-19 has disrupted our daily lives and routines more than any of us could have imagined. As most in-person social activities are being canceled or adjusted to meet social distancing regulations for the foreseeable future, consumers are continuing to turn to food and beverages for comfort, nourishment and new ways of connection (virtual bake-off, anyone?).

While comfort food and drinks are typically associated with cheat-day-worthy feats that are high in sugar, calories and fat, health and wellness remain a priority for consumers as the need for a healthy immune system has been amplified in prevention against COVID-19.

Offering delicious, better-for-you food and beverages that deliver the taste(s) consumers crave without contributing to the “Quarantine 15,” will be increasingly important with lifestyles continuing to be impacted well into 2021.

As a product developer, you can offer craveable products by using characterizing and taste modification flavors—without upping the sugar, calories or fat—for the ultimate healthier indulgence.

Play up the fun with 3 mood-boosting flavor trends that are influencing the food and beverage space and have staying power. Let’s take a look at nostalgia, indulgence, and fruit-forward flavor trends that consumers love.

1 NOSTALGIA

Consumers can’t say no to nostalgia. Fond childhood memories meet sweet indulgence in flavor profiles that consumers can’t get enough of—like confections, soda shoppe, or summertime favorites. Cue the PB&J, cherry, s’mores, and rainbow sherbet...and learn more about the top nostalgia flavors in our [trend report](#) or [Shopper Panel](#) on nostalgia.

One nostalgic flavor front-runner is watermelon. With confections associations, watermelon is a summertime fave and is rising through the ranks of both confections and beverage product launches.



For more on watermelon, check out our watermelon flavor insight [here](#).

2 INDULGENCE

Brands are appealing to consumers' sweet tooth with indulgence-inspired flavor profiles that go beyond chocolate and vanilla. In the protein beverages and bars space, for example, we've seen brands reinvigorate the classics by taking indulgent twists like chocolate fudge brownie, vanilla cupcake, peanut butter cup or salted caramel.

Where should you look for indulgence inspiration? Crowd-pleasing baked goods, desserts, and decadent drinks (hello, hot cocoa) offer the best in indulgence inspiration.



In our recent [indulgence report](#), we discussed what's trending and specific products of note in this space.

3 FRUIT-FORWARD

Fruit flavors remain a staple in consumers' pantries and a must for food and beverage brands. Depending on the desired fruit profile, some fruit-forward flavors may have nostalgic or confections-like notes that taste almost too good to be true. Other mood-boosting fruit flavors include bright, sunny citrus or tropical flavors that are reminiscent of a vacation getaway, while dark berries or botanicals may be mood-boosting by way of their calm, relaxation associations.

No matter the flavor trend, we've got you covered. Let's play up the fun and help you find "what's next" for your brand.

FLAVOR CAN BE AN ITERATIVE PROCESS, BUT OUR EXPERTS ARE HERE TO HELP.

FONA can help guide you through these steps to get you to the perfect flavor profile and name for your product.

Let's talk flavors, innovation and anything in between.

Reach out to our team for inspiration, insights and actionable ideas to move forward.



Gena Tiesch
Sr. Industry Associate
Gtiesch@fona.com
(224) 760-4241

ABOUT GENA

With nearly a decade of experience in B2B and B2C marketing, Gena brings a passion for communicating and connecting with customers and consumers. She serves as Sr. Industry Associate on FONA's beverage marketing team with the ultimate goal of providing actionable insights to valued partners. When she's not ideating on innovation or mapping out marketplace trends, you can find Gena recreationally researching consumer behavior or trying out the most unique beverage on a restaurant's menu.