

# ALL GROWN UP

## OPPORTUNITIES IN THE FOOD AND BEVERAGE SPACE

### 2023 TREND REPORT BITE



#### ALL GROWN UP

Consumers value comfort foods for their satiating flavors and the emotional connections to memories and meals of their childhood. Brands are leaning into nostalgic flavors to bring back comforting meals with a modern playful twist. Childhood classics like PB&J, cereal, and cotton candy are popping up in new formats that take serious eats and make them feel a little more light-hearted.

*Innovation Themes:*

*PB&J All the Way • Celebrated Cereals  
Donuts Redefined • Nostalgic Collabs*



## 2/3

*of consumers said they eat comfort food three or more days per week.*

*Source: Baking Business*

*“Almost 70% of consumers reported they are extremely or very likely to buy a favorite nostalgic food or beverage.”*

*Source: Datassential Menu Trends*

## PB&J All the Way

This American classic is resurging with brands and restaurants alike in elevated new formats that call back to childhood comforts with grown-up flavor pairings.

From creative takes for condiments to deep-fried forms or cappuccino with a PB&J kick, flip the script on the childhood classic.

### PRODUCTS OF NOTE



**THE COUNTER PB&J BURGER & ULTIMATE PB&J SHAKE**

Ingredients: Peanut butter sauce, strawberry jelly ketchup



**7-ELEVEN PEANUT BUTTER AND JAMS CAPPUCCINO** combines nutty peanut butter and sweet jam for a unique hot beverage treat.

## Celebrated Cereals

The nostalgic power of sugary childhood cereal flavors is being tapped to add playful sweetness and crunch to everything from snacks to pastries to spreads. The introduction of breakfast cereal favorites into broader culinary categories adds sweet, sugary, cinnamon, and syrupy hints of fun.

### PRODUCTS OF NOTE



**CEREAL MILK PANNA COTTA FROM THE MOMOFUKU MILK BAR**

“Cereal Milk was by no means the first recipe that came out of our kitchens, but it is far and away the most popular and what we are known best for,” says Christina Tosi, Chef/Owner MilkBar, a dessert and bakery restaurant chain.



**TRIX POPCORN** is coated in a fruity, sweet glaze and has small bits of Trix cereal scattered throughout the bag. Other varieties include Cinnamon Toast Crunch and Cocoa Puffs.

# Donuts Redefined

Donuts dabble in savory flavor profiles that span from classic American flavors into international profiles and shifting their functionality from a pastry to a more like a sandwich bun. Glazed toppings now span more savory options like black sesame icing or parmesan cheese topping.

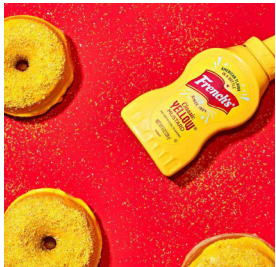
## PRODUCTS OF NOTE



**PIMENTO HOT HONEY DONUT AT STARLIGHT DOUGHNUT LAB (OHIO)**  
This brioche donut is filled with pimento cheese filling, dunked in a honey glaze, and topped with parmesan cheese, crushed red peppers, and salt.

*83% of consumers claim to love or like doughnuts.*

*Datassential FLAVOR*



**FRENCH'S LIMITED-EDITION MUSTARD DONUTS** were donuts covered in mustard-flavored icing to celebrate National Mustard Day. The recipe blurred the sacred boundaries between sweet and savory.

# Nostalgic Collabs

Two iconic brands can sometimes be more fun than just one. Merging unforgettable flavor moments can prompt bigger, bolder, and more memorable taste experiences. Add an adult dose of fun to pure childhood flavors (ex. peanut caramel apple with ale)—supersizing the flavors or merging sweet and salty crunchiness for ultimate pleasure.

## PRODUCTS OF NOTE



**PHASE THREE BREW X AFFY TAPPLE COLLAB**  
Phase Three Brew teamed up with Affy Tapple for the end of apple season to create A Bushel of Apples, a peanut caramel apple ale.



**TACO BELL X CHEEZ-ITS**  
came together to make a Big Cheez-It Tostada and Crunchwrap Supreme. They developed an oversized Cheez-It square to go into the two specialty items.

# THE TAKEAWAYS

Consumer longing for emotional connections to youthful memories and meals reignites the comeback of comforting meals. The perfect combination includes a creative interpretation on classics with a mature spin and a dash of fun.

- PB & J is resurging in elevated new formats that call back to childhood comforts with grown-up flavor pairings and interpretations.
- Sugary childhood cereal flavors have the power to transport you and drive a desire for playful sweetness and crunch.
- Donuts dabble in savory flavor profiles that span from classic American flavors into international profiles. They also shift in functionality—from pastry to more like a sandwich bun.
- Two iconic brands can sometimes be more fun than just one. The mix of unforgettable flavor profiles can prompt bigger, bolder, and more memorable taste experiences.



## SOURCES

- bakingbusiness.com
- Datassential Menu Trends
- chewboom.com
- corp.7-eleven.com
- gourmettraveller.com
- foodbeast.com
- Starlight Doughnut Lab
- French's®
- affytapple.com
- tacobell.com

## YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let McCormick Flavor Solutions' market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor, seasoning and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend.

From concept to manufacturing, we're here for you – every step of the way. Contact your sales representative or [chat us up at www.mccormickflavor.com/en-us/contact-us](https://www.mccormickflavor.com/en-us/contact-us)

**REQUEST YOUR  
FREE  
FLAVOR SAMPLE HERE**

