

FLAVOR SPOTLIGHT:

PEACH

Sweet and juicy, stone fruits are in season late July through August. The most-iconic summer stone fruit, peaches are beloved for their distinct, versatile flavor that lends subtle sweetness to a range of foods and drinks. Alongside sips, cobblers, preserves, and other classic sweet treats, peaches can also complement savory applications in delightful, unexpected ways. Pairing with everything from tropical fruits, brown spices to bold peppers and bourbon, peach is a multifaceted flavor that shouldn't be overlooked!

TREND SIGNALS

Searches for **'peach recipes'** spiked during the summer YoY for the last 5 years, primarily from July-early Sept.

Google Search Data, US

83%

of consumers love or like peach.

Datassential, FLAVOR, US, 2024

White peach over-indexed as a flavor or ingredient on menus most often during the summer months in 2023.

Datassential, Summer Trends 2024 Webinar

Peachy Recipes

These recipes popping up on social media prove that peach is a great summer ingredient regardless of the application.



MAKE IT SKINNY PLEASE | Peach Rose Slushie



SIMPLY RECIPES | Peach Crumb Bars



EATING WELL | Grilled Peach & Brie Smothered Chicken



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ON THE MENU

Peach can be found on **34%** of U.S. menus, most often featured in cocktails, iced tea and desserts.

Grilled Peach has grown **+25%** on menus between '20-'24. It is most often featured in salads, pasta and pizza dishes.

Datassential, US Chains & Independents

Flavors Found with Peach/ Grilled Peach on Menus

- Tea
- Lemon
- Strawberry
- Ginger
- Balsamic
- Honey
- Mango
- Bourbon



Dairy Queen, Summer 2024

PICNIC PEACH COBBLER BLIZZARD® TREAT

Real peaches and cobbler pieces blended with world-famous DQ soft serve.



Torchy's Tacos, March 2024

SCALLYWAG TACO

This taco of the month includes peach habanero jam with bacon, green chiles, coconut, shrimp, jack cheese, pickled onions, and cilantro on a flour tortilla.

ON THE SHELF

768 product launches with peach featured as a flavor between '23-May '24.

Innova, US & Canada launches



OLIPOP Barbie Peaches & Cream Flavored Soda

US, April 2024



JAMIESON E With Vitamin C Dietary Supplement

Peach Mango Flavor
Canada, March 2024



BUSHWICK KITCHEN Weak Knees Hot Sauce Scotch Bonnet Plus Grilled Peach

US, Oct 23

The versatility of peach as a flavor is apparent in the variety of product launches it stars in. Sports powders and beverages had the most launches with peach as a flavor; however, it also appeared in confection, yogurts, supplements, table sauces, pastries, hot cereal, and more.

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FROM OUR BENCH

“To capture the essence of summer, I crafted a lemonade hydration drink featuring a peach flavor. I utilized our TrueTaste® and Optify™ technologies to keep the peach flavor fresh and juicy. After one sip, I became a peach fan!”

Izzy Granowicz, Associate Scientist



FROM OUR CHEFS

This **Peach Pepper Wing** recipe showcases how grilled peach can lend flavor to bold, savory applications. Earthy and sharp, coarse ground black pepper delivers a mild kick of heat that highlights rather than overwhelms the juicy, fruity peach flavor in this sweet and savory wing sauce. The contrasting notes create a craveable and unique flavor profile that's not just sweet or spicy. Umami-rich Garlic Salt and smoky bourbon help to round out the sauce while adding a level of approachable complexity.

McCormick Consumer Culinary



TAKEAWAYS:

Looking for a versatile fruit profile that never goes out of style? The possibilities are endless when it comes to peach. Fresh-picked peach flavor is great for chilled drinks, like a peach lemonade, iced tea or canned cocktail. Appeal to the interest for seasonal launches with a peach profile for bakery, cereal, confections, and other sweet applications. Also, cooking reactions heighten the natural sweetness in peaches; therefore, baked or grilled peach deliver layers of flavor. Even consider peach to balance boldness and heat in BBQ sauces, proteins and snacks.

From concept to manufacturing, we're here for you!
Contact us or click to request a **FREE** flavor sample.