

SEASONAL FLAVOR LOOKBACK: TRENDS OF SPRING

Spanning from March to June, the spring season is filled with seasonal inspired flavors and fruity and indulgent tastes consumers look forward to each year. Each spring, consumers await innovative seasonal and limited-edition products that feature exciting new flavors, formats and collaborations. Chocolate confectionery, bakery and snacks dominated this season, but developers can find inspiration cross category.

From spring's indulgent tastes to fruity features and seasonal celebration inspired favorites, let's take a look back at the trending seasonal products and flavors for spring, and see where you can find inspiration for your brand.



95% OF CONSUMERS

say "I find food and beverage products with seasonal flavors exciting because I can't always get this flavor"

- MCCORMICK 2023 SEASONAL SURVEY



We took a deep dive into spring's top flavors and trends and spotted many classics and some notable growing flavors. Below are spring's top flavors in seasonal and limited edition launches this year.

TOP FLAVORS IN SEASONAL/LTO PRODUCTS: North America Introductions, March 2024 - June 2024

- | | |
|--|--|
| ■ S'mores | ■ Caramel/Caramelised & Salt |
| ■ Hazelnut | ■ Coconut |
| ■ Lemon | ■ Berry |
| ■ Strawberry | ■ Marshmallow |
| ■ Chocolate | ■ Grapefruit |

GROWING FLAVORS IN SEASONAL/LTO PRODUCTS: Global Introductions, Q2 2023 vs. Q2 2024

- | | |
|---|-------|
| ■ Korean | +500% |
| ■ S'mores..... | +450% |
| ■ Chili/Chili Pepper | +300% |
| ■ Pepper/Peppercorn (Black) | +300% |
| ■ Chocolate (White) | +225% |

Sources: Mintel GNPD; Datassential

KEY TRENDS:

- Fruity Features
- Indulgent Innovations
- Seasonal Celebrations



NOTABLE PRODUCT INTRODUCTIONS:

- PopCorners Jalapeno Popper Popped-Corn Snack
- Dr. Pepper Creamy Coconut Soda
- Favorite Day Strawberry Shortcake Covered Mini Pretzels
- Special K Iced Vanilla Latte Cereal
- Good & Gather Cajun Street Corn Mini Creamier Potatoes
- Red Bull Curuba Elderflower Energy Drink
- Favorite Day S'mores Brownies Baking Kit



FLAVORS ON THE MENU 1,259 launched menu items & LTO's in Spring 2024- DATASSENTIAL

- Tropical Smoothie Cafe Mango Berry Cosmo Smoothie
- First Watch Honey Caramel Crunch Iced Coffee
- Dairy Queen Nutter Butter Shake
- Buffalo Wild Wings Luau BBQ Traditional Wings



CHOCOLATE CONFECTIONERY, BAKERY AND SNACKS

ranked highest for top North America categories with spring seasonal and limited-edition offerings.

- MINTEL GNPD

FRUITY FEATURES

Consumers love the indulgence of chocolate features, sweet baked goods and more in the spring months, but they also look for refreshing flavor profiles that revive them for the warmer months. Fruity profiles and flavor combinations provide opportunity for innovation, with categories from snacks to alcoholic beverages and more featuring notes of classic and emerging fruit flavors.

PRODUCTS OF NOTE



OCEAN SPRAY BLUEBERRY CRISP DIPPED CRANBERRY MIX features sweetened dried cranberries covered with blackberry crisp flavored coating with oat crisp and other natural flavors.



NEW BELGIUM TROPIC PACK contains three 1985 Mango IPA, three Dominga Grapefruit Paloma, three Summer Lime Lager, and three Juice Force IPA. The pack features flavor of mango, grapefruit and lime and ranges from 4.4% to 9.5% ABV.



TAYLOR FARMS MANGO LEMONADE CHOPPED KIT contains romaine lettuce, sweetened crouton crumbles, dried mango, radicchio, almonds and a mango lemonade dressing.



ALOHA RASPBERRY WHITE CHOCOLATE ORGANIC PROTEIN BARS are dipped in white chocolate and features 14g of protein and healthy fats from sunflower seed butter.

INDULGENT INNOVATIONS

Sweet treats in chocolate confectionery and bakery especially made their presence known this spring featuring indulgent and comforting inspired profiles. From s'mores to strawberry shortcake, developers can find inspiration from sweet and savory indulgent flavor combinations.

PRODUCTS OF NOTE

93% OF CONSUMERS

say they find food and beverage products with seasonal flavors comforting and nostalgic.

-MCCORMICK 2023 SEASONAL SURVEY



FAVORITE DAY S'MORES MINI BITES are graham cracker bites covered in marshmallow-flavored crème and milk chocolate. This seasonal offering is artificially flavored and has a sweet crunch.



ROSEMARY & BLACK PEPPER SPREADABLE GOURMET CHEESE is a limited edition product with a blend of creamy, yet crumbly real cheese and savory ingredients.

SEASONAL CELEBRATIONS

Easter continues to be a prominent holiday during the spring months with classics like chocolate bunnies and jelly beans making their appearance. Other holidays like Cinco de Mayo, and even more cultural 'celebrations' like the start of grilling or s'mores 'season' can have an impact on flavors and launches. We also spotted early launches for Fourth of July themed LTOs in the spring months.

PRODUCTS OF NOTE



STUFFED PUFFS JOLLY RANCHER FILLED MARSHMALLOWS were available for Easter 2024. The package contains four sugar coated marshmallows with sour blue raspberry soft gummy filling That is naturally and artificially flavored.



MOSER ROTH CINCO DE MAYO CHOCOLATES include Horchata, Dulce de Leche, Spicy Mango Chili, and Cinnamon Hot Chocolate flavors. The pack comes with 12 chocolates.

86% OF CONSUMERS

purchase food and beverage products with seasonal flavors for special occasions like celebrations.

-MCCORMICK 2023 SEASONAL SURVEY

A WORD FROM OUR EXPERT

HANNAH SUBGRUNSKI, ASSOCIATE SCIENTIST

"Consumers especially love refreshing fruit profiles in the spring and summer months, and there is so much variety. There is a plethora of berry varieties alone developed in the US!

Whether you're looking for something more on the fruity side or something more indulgent, with an open line of communication and direction, we can help you find your desired profile for your seasonal or limited-edition innovations"



Looking for flavor inspiration for your next seasonal or limited-edition product development? Reach out to us for more information. Let's get started!



Mc Flavor solutions