

BETTER TOGETHER FLAVORS

OPPORTUNITIES IN THE FOOD
AND BEVERAGE SPACE

TREND REPORT BITE



Consumers all have their tried-and-true flavors, but what about flavors that are simply “better together”?

To promote innovation and excite consumers, our experts often talk about **Approachable Adventure** — a flavor pairing strategy where a familiar, well-loved flavor is paired with one that is more adventurous. The “Better Together” approach takes this one step further as a data-driven take on approachable adventure. Let’s explore four flavor pairings that scored “Better Together” and see how flavor and color changing technologies can be an innovation opportunity for your brand. Read on for a few inspirational concepts with better together flavors and where we see examples of this in the market today.



“Consumers are looking beyond one-dimensional flavors for complex, layered taste profiles.”

- HARTMAN GROUP

**Approachable Adventure =
Familiar Flavor + Adventurous Flavor**

The Better Together Process

Is two really better than one? Better Together's goal is all about answering this from the perspective of the consumer and with help from our subject matter experts. Here's how:

STEP 1:

Initial Survey

15 familiar flavor families and specific flavors within those families were surveyed to receive a general understanding of what flavors consumers are interested in.

STEP 2:

Flavor Pairing Brainstorm

The team leveraged category expertise and brainstormed to pair lower scoring flavors together with higher scoring flavors with particular formats in mind. (ex. more fruit flavors for gummies or indulgent flavors for protein)

STEP 3:

Flavor Pairing Survey & Review

Our experts then ran the finalized pairings through several different format specific surveys. We could determine which flavors were truly "better together" by seeing a higher score on the pairing than individual flavors.



“Excellent innovation happens at the intersection of research and “me-search”. Leveraging expertise from your flavor partner, understanding of your consumer and your product along with solid data can create a winning pairing. That’s what better together is all about”

- MOLLY ZIMMERMAN, PRINCIPAL SCIENTIST, INNOVATION

Inspiration from the Lab to the Market

Let's take a look at a few better together concept pairings our team created through this process and examples in the market today.



PINEAPPLE GARDEN MINT

For this flavor pairing, our experts developed a refreshing and minty Pineapple Garden Mint Reishi direct-to-mouth powder.

Flavor Application Inspiration:

Pineapple Garden Mint could also be a great flavor for a hydration beverage or chewing gum.



PEAR BERRY MATCHA

This fruity pairing combines pear, berry and matcha in a Pear Berry Matcha Pectin Gummy featuring Matcha Tea Powder.

Flavor Application Inspiration:

Pear Berry Matcha could also be a great flavor for a greens beverage or energy beverage.



DULCE DE LECHE COCONUT

Featuring warm notes and a hint of tropical fruit, our experts developed a Dulce de Leche Coconut Whey Protein Beverage.

Flavor Application Inspiration:

Dulce De Leche Coconut could also be a great flavor for plant protein, liqueur or coffee.

Photo Source: Adobe Firefly (Imagery AI Generated)

PRODUCT OF NOTE:



ICE BREAKERS
PINEAPPLE MANGO
MINT
Target

PRODUCT OF NOTE:



OUTSHINE FRUIT &
YOGURT BLUEBERRY
PEAR SMOOTHIE
Amazon

PRODUCT OF NOTE:



FREDDO PACIFIC ISLANDS
COCONUT DULCE DE
LECHE
Freddo

Innovation Opportunity - Flavor & Color Changing Technologies

Consumers are searching for the new and exciting in food and beverage, and they're turning to brands for intriguing new innovations. To add a new twist to a product, developers can work with their flavor partner to experiment with flavor changing or color changing technologies in their development.

Our FlavorFlip™ and ColorCell™ technologies can be leveraged to create a unique taste experience for consumers.

“FlavorFlip™, our flavor changing technology brings flavor to the market in an innovative and interactive way. The delayed release of the second flavor makes for a unique taste experience, while the addition of ColorCell™ enhances this by adding a visual cue that your beverage is flipping right before your eyes.”



- IZZY GRANOWICZ, ASSOCIATE SCIENTIST, INNOVATION



LIMONCELLO → RASPBERRY

Our experts crafted a Limoncello Raspberry flavor changing beverage that features our FlavorFlip™ and ColorCell™ technologies . The beverage changes from yellow to pink.

Flavor Application Inspiration:

Limoncello Raspberry could also be a great flavor for a hydration beverage, energy beverage or a gummy.

Photo Source: Adobe Firefly (Imagery AI Generated)

COLOR CHANGING INNOVATION IN THE MARKET:



BUTTERFLY PEA FLOWER TEA

We have spotted color and flavor changing innovation in dining and in the market today. Crafted Taste features a Little Violeta Kit that includes Butterfly Pea Flower tea meant to change from purple to pink with just a stir.

Instagram: [craftedtaste](https://www.instagram.com/craftedtaste)

PRODUCT OF NOTE:



POLAR SELTZER WATER
RASPBERRY LIMONCELLO
Amazon

THE TAKEAWAYS

Whether through intriguing flavor combinations, innovative formats, or one-of-a-kind taste experiences like color and flavor changing products, consumers look to brands for the new and exciting.

Developers in this space should work with their flavor partner to research and brainstorm what flavors will intrigue their specific consumers. From sweet and spicy, to fruity, to savory, there'll always be something new to explore in the flavor pairing space. Looking to create the next flavor combo fan favorite or innovate with something never seen before? We can help you find flavor inspiration for your brand with trends, insights, and your consumer in mind.

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 [click here](#) to chat us up.



FROM OUR EXPERT:

LEVERAGING DATA IN FLAVOR PAIRINGS

"To craft a taste experience that resonates with your consumer, leveraging survey data provides insights that ensure confidence in your flavor choices. From creative brainstorming to data analysis and flavor selection, our team is there for you every step of the way."

- KATIE TAMBURO, PRODUCT MANAGER



Request Your
FREE
Flavor Sample Here

Want to learn more on Better Together flavor pairings? [Reach out for more information.](#)