



FLAVOR SPOTLIGHT:

HOLIDAY FLAVOR FAVORITES

Evoking feelings of nostalgia and comfort is often best done with dishes, ingredients and flavors tied to the seasons—Turkey and stuffing atop your dinner table, baking gingerbread to share with family and friends, or sipping a steaming cup of spiced café de olla on a cold winter night. Our technical experts reflected on flavors such as these that are reminiscent of their favorite holiday memories.

Let's take a glimpse at holiday profiles crafted by our technical experts for the holiday season and see how you can find festive inspiration for your brand.



OUR FAVORITES:

Spiced Apple Butter

Apricot Kolacky

Turkey & Stuffing

Toffee

Café de Olla

Gingerbread

86%

of consumers purchase seasonal flavors for special occasions like celebrations.¹

According to the Hartman Group, Holiday LTOs can "help pique curiosity, spark emotional connections and spike sales."²



1. Proprietary McCormick Flavor Solutions survey, Dec. 2023, n=1,005

2. Hartman Group, Oct 2023



HOLIDAY FLAVOR FAVORITES:



SPICED APPLE BUTTER



“Cooking down apples low and slow with warm spices results in a caramelized product that is a must-have condiment for holiday festivities. Inspired by this process, I created an apple butter seasoning made with flavors that include apple pie spice, brown butter and spent vanilla.”

Brian Javier, Scientist I

Spiced Apple Butter Seasoning

Taste Descriptors

- Upfront: Sweet cinnamon, apple
- Build: Red pepper, ginger, warming spices
- Finish: Sweet brown spice, lingering warm heat

Application Ideas

- Baked goods
- Dairy
- Coffee & lattes
- Ice cream



APRICOT KOLACKY



Apricot Kolacky Flavor:

Taste Descriptors

- Tart fruit
- Warm apricot jam like-filling
- Flaky sweet pastry that is buttery and cheesy

Application Ideas

- Protein shakes
- Cereal
- Coffee creamer
- Plant-based milk
- Oatmeal

“For every holiday meal, my grandma would make apricot kolacky, the delectable national Czech pastry. Now, my family makes a special trip each holiday to a local bakery that bakes these authentically delicious treats.”

Robin Prazak, Flavorist





HOLIDAY FLAVOR FAVORITES:



Flavorsolutions

TURKEY & STUFFING



Turkey & Stuffing Flavor:

Taste Descriptors

- Meaty and toasted bread up front
- Herbal backened
- Reminiscent of roasted turkey with toasted herbal stuffing

Application Ideas

- Savory snacks
- Bakery items
- Protein snacks



“ When I hosted my first Thanksgiving, my mother taught me how to make my grandpa’s stuffing from scratch. When it came out of the oven, I was so proud! This flavor is special to me because it brings back memories of family and friends. ”

Kristin Fox, Flavorist



“ Turkey broth is the quintessential ingredient for seasonal cooking. I love to use it for sausage stuffing and a hearty bowl of clam chowder during the holidays! To provide a solution for those that want to still enjoy the tastes of the season while going meat-free, We developed a plant-based version of turkey broth. With a classic, homemade taste, it is great for vegans and non-vegans alike! ”

Ron Taylor, Principal Research Chef

Vegan Turkey-Type Broth

- Made with a unique combination of vegetable concentrates, yeast extracts, reaction flavors and more.
- Tastes just like turkey with layers of flavor like roasted, fried, meaty and umami.
- Delivers a vegan option for soups, sauces, gravies, dressings, marinades, entrees, side dishes, pot pies, and stuffing.



[Click](#) to request a **FREE** flavor sample.





HOLIDAY FLAVOR FAVORITES:



TOFFEE



“I love toffee because it combines savory buttery notes with the cooked sugar of caramel to deliver a delicious, tasty treat perfect for limited time holiday offerings!

The smell of warm cookies with baked toffee chips is one of my favorite holiday aromas.”

Lisa Bird, Senior Principal Scientist

Toffee Flavor:

Taste Descriptors

- Sweet caramelized sugar
- Rich and buttery
- Slightly salty

Application Ideas

- Cakes and cookies
- Bars
- Dairy drinks
- Ice cream



CAFÉ DE OLLA



Café de olla Flavor:

Taste Descriptors

- Roasted coffee
- Warm spice & sweet brown sugar
- Cinnamon roll

Application Ideas

- Energy drinks
- Sparkling water
- Protein bars
- Other beverages

“The taste of café de olla incites childhood memories of waking up before dawn to walk along the cobblestone roads in Santa Rosa, the ‘rancho’ where my parents grew up. We would arrive at our church to sing songs of praise with the mariachi and to pray in honor of Our Lady of Guadalupe. At dawn, we would be greeted with the aroma of café de olla simmering. It was then served in a clay mug with sweet bread and conversation, catching up with family you hadn’t seen in years.”

Laura Partida, Flavorist





HOLIDAY FLAVOR FAVORITES:



GINGERBREAD



“ You know it's the holidays when the scent of gingerbread is in the air, and you can taste it in every sweet. The classic Christmas flavor can go beyond cookies and add warm spiced notes to a variety of baked goods, breakfast items, hot and cold drinks and even nutritional products for some holiday cheer! ”

Menzie Clark, Flavorist

Gingerbread Flavor:

Taste Descriptors

- Baked brown, warm spices
- Cinnamon and ginger

Application Ideas

- Cookies and cakes
- Bars
- Whipped cream
- Beverages and syrups



Winter and holiday limited-edition launches provide an opportunity for developers to showcase beloved festive flavors or add unique twists to the classics. Inspired by our holiday flavor favorites or looking to recreate another profile for the most wonderful time of the year? We're here to help.

Happy Holidays!



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