



Sweet Mashups for Frozen Treats

These days, crossovers and mashups are driving much consumer behavior and interest, especially in the dessert space. Beloved sweets, like cakes, cookies and other classics are lending their flavor, ingredients and sometimes texture to ice cream and other frozen treats. With indulgence as a main consumption motivator, there is an opportunity to reimagine favorite sweets in fun new frozen dessert applications.

67%
of consumers want to see more frozen desserts with dessert inspired flavors.*

Proprietary McCormick Flavor Solutions Sweet Cravings Study, '24

SCOOP SHOP INSPIRATION



Pie Like You Very Much (Cold Stone Creamery): Blueberry Muffin Batter Ice Cream, Graham Cracker Pie Crust, Sugar Crystals & Blueberries. Feb, '24



Brownie Cheesecake Ice Cream (Stewart's Shops, NY): This amazing new flavor is a marriage of creamy cheesecake ice cream and brownie batter swirls with a kicker – rich brownie pieces! April '24
stewartsshops.com



Red Velvet Cake Batter Shake (Sonic Drive-In): Creamy vanilla soft serve blended with rich red velvet cake batter, topped with red velvet cream cheese whipped topping, and a cherry. Oct '24

FROM THE FREEZER CASE



Frosted Cupcake, Turkey Hill: Cupcake flavored swirled with pink icing. Aug'24



Goopy Butter Cake Ice Cream, Blue Bell: Described as "delicious as the goopy butter cake made famous in St. Louis!" March '24



Afters Cookie Butter Handcrafted Ice Cream Sept '24

OUR TAKE: BATTER UP!

Bakery batters are having a major moment! Birthday cake has made its way into a variety of sweet application—signaling a transition from purely a baked good into also a flavor. Beyond birthday, there are an abundance of cakes and other bakery items with decadent batters tied to celebrations and positive memories.



Top 5 Cake Batter Flavors for Ice Cream Ranked by Interest (Top 2 Box):

1. Brownie Batter
2. Triple Chocolate Fudge Cake Batter
3. Chocolate Lava Cake Batter
4. Vanilla Cake Batter
5. Strawberry Cake Batter

5-pt. Rating Scale from Dislike Very Much to Like Very

To uncover interest in the frozen dessert space, we conducted a survey to identify liking for cake batter ice cream flavors. With 1,000 US respondents, the results are in!

Ready to reimagine dessert flavors for your next innovation? We're here for you.