

# Flavors of the Future



Rising stars of flavors for sports nutrition influenced by LATAM and North America



## A journey of discovery

So, what's next?

Which trends are set to shape the winning flavors of tomorrow? How do we separate the fleeting from the enduring? What will make my products stand out? These are among our favorite conversations.

So, we set out to devise our hot list of the rising stars of flavors for sports nutrition. Our journey of discovery begins with the flavor zeitgeist, harvesting ideas and inspiration from influential bloggers, food writers and futurologists.

Then we benchmarked with real data such as product launches and global search trends.

Finally, our experts in flavor and sports nutrition assessed and refined to create our hot list; only those that they felt had true potential in the market making the final cut.



## Your new flavor forecast

Innovation is the lifeblood of success. Nowhere is this more evident than in the sports and performance nutrition market, where savvy consumers actively seek the latest nutritional science delivered in new and interesting formats and flavors.

As part of our ongoing flavor exploration journey, we wanted to ensure that we uncovered the stars of tomorrow and beyond. We have divided our chosen flavors into four categories that illustrate where the flavor sits in terms of its lifecycle from emerging through to global potential.



# Flavors of the Future



Rising stars for sports nutrition influenced by Latin America



FLAVOR  
PROFILE



papaya



vanilla



blackcurrant

## 1 CREME DE PAPAYA

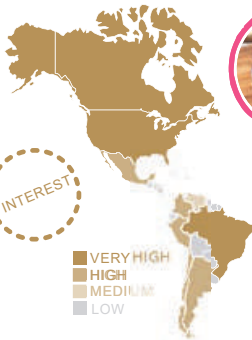
A luscious union of fresh papaya and vanilla ice cream with a dash of crème de cassis. This cool and refreshing Brazilian dessert is a staple since the early 1990s.



3

## AÇAÍ

A refreshing tropical flavor with superfruit aspirations adds a color and taste punch.



INTEREST



2

## PITAYA

Trendy pitaya, or dragon fruit, is indigenous to the Americas, it has a subtle, sweet taste that pairs perfectly with stronger flavors.

NEW PITAYA  
FLAVORED  
PRODUCT  
LAUNCHES

+500%



Q4 2017



Q3 2018



4

## TARO

Along with its in-demand purple hues, taro has a naturally sweet and nutty flavor that makes it popular the world over.

AS FLAVOR IN NEW MARKET PRODUCTS



Nutrisa Paleta de Yogurt Taro Flavored ice lolly (Mexico)



Starbucks Taro Paradise Frappuccino (Mexico, Jun 2017)



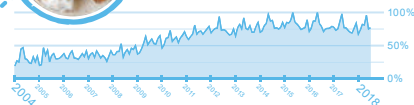
Duroyal Frozen Taro Mochi (Canada)



5

## TRES LECHES

A cake soaked in a mixture of three different milk products and topped with a cloud of vanilla whipped cream.



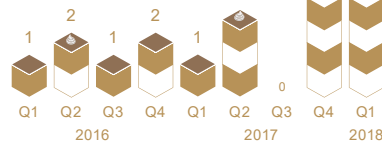
POPULARITY OVER TIME



6

## TIRAMISU

This legendary Italian post dinner pick-me-up offers rich layers of sweet creaminess in every mouthful.



NEW TIRAMISU FLAVORED PRODUCT LAUNCHES

THE  
MEDIA  
SAYS

The New York Times

A Sweet Excuse for Making Dulce de Leche

"The sandwich cookies were utterly irresistible, made with soft cakes and a creamy dulce de leche filling, sometimes coated in dark or white chocolate."

—Melissa Clark



7

## ALFAJORES

Creamy dulce de leche sandwiched between two crumbly cookies and often dipped in dessicated coconut.

# Flavors of the Future



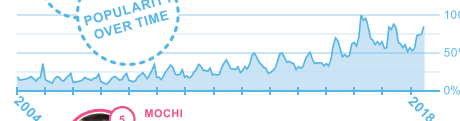
## Rising stars for sports nutrition influenced by North America



- 1 YUZU**  
An irregularly shaped citrus fruit most widely cultivated in Japan and Korea. Tart with overtones of mandarin orange.



- 3 S'MORES**  
A traditional campfire treat made of roasted marshmallow and melted chocolate sandwiched between two pieces of graham cracker.



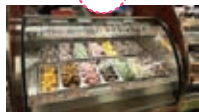
INTEREST

VERY HIGH  
HIGH  
MEDIUM  
LOW



- 5 MOCHI**  
A popular western take on the traditional Japanese treat. Ice cream enveloped in a squishy glutinous rice dough.

IN THE MEDIA



### FOOD & WINE

#### Mochi bars are coming!

It's hard to improve on plain ice cream, but wrapping it in soft, spongy mochi does the trick



- 6 MATCHA**  
A finely ground powder from specially shade-grown green tea. Rich, aromatic, and astringent with a lingering sweetness.



2014



2018



- 2 SPECULOOS**  
A spiced shortcrust biscuit, traditionally baked around Christmas. Caramelized, thin and deliciously crunchy.



FLAVOR COMBOS

peach



lychee



passionfruit



- 4 COOKIE DOUGH**  
The nostalgic flavor that remains consumer favorite for over 30 years.

AS A FLAVOR IN NEW MARKET PRODUCTS



blueberry



strawberry



- 7 TART CHERRY**  
A fruit that's packed with phytonutrients and retaining its vibrant color when juiced, frozen or baked.



chocolate



- 8 BIRTHDAY CAKE**  
Perfectly positioned to appeal to consumers with a sweet tooth looking for unique flavors that are youthful, fun and celebratory.



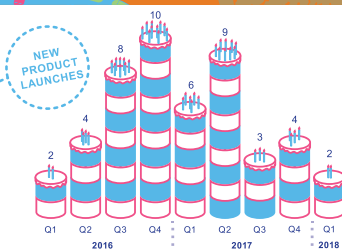
**Ben & Jerry's Cinn-Dough-rella**  
Cinnamon bun dough flavor



**Ben & Jerry's Chip off the Dough Block**  
Chocolate chip cookie flavor



**Ben & Jerry's P.B. Dough-ble Chocolate**  
Peanut butter and chocolate cookie dough flavor



- 9 TURMERIC**  
A rhizomatous herb from the ginger family with warm, peppery flavor and earthy aroma.

NEW PRODUCT LAUNCHES



- 10 PECAN**  
A nut of North American pecan hickory used for desserts, especially the iconic American pecan pie.

AS FLAVOR IN NEW MARKET PRODUCTS





Get the full lowdown on our flavor trends  
for sports nutrition .  
Email us for your free booklet.  
[flavorsofthefuture@synergytaste.com](mailto:flavorsofthefuture@synergytaste.com)  
Or visit [www.synergytaste.com/flavorsofthefuture](http://www.synergytaste.com/flavorsofthefuture)

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