Flavor without Compromise

CONSUMER INSIGHTS. EMERGING TRENDS.
FLAVOR YOU CAN EXPERIENCE.

Consumers are looking for more from food and beverage—but they aren't willing to compromise. They want new experiences they can trust, better-for-you products that still deliver pleasure, and global flavors that get the details right.



EXPLORE

The consumer tensions shaping what's next in flavor, brought to life through five trends.



Global, But Get It Right

Authenticity matters as consumers explore flavors from around the world.



Flavor Has a Function

Consumers want products that support their goals without sacrificing taste.



Restaurant Flavor Made for Home

Restaurant-inspired experiences meet the realities of everyday life.



Familiarity as the Launchpad

Recognizable favorites make room for new flavor experiences.



Fruit Gets More Complex

Fruit moves beyond the expected with more layered, nuanced combinations.



TASTE THE TRENDS

Five trends. Five flavor experiences.

Join us for guided tasting demonstrations that bring each trend to life and explore how consumer insights translate into flavor innovation opportunities.

DISCOVER WHAT'S NEXT.