



**A BRAVER FLAVOUR**

**BEVERAGE FLAVOURS 2023**

LET'S TALK ABOUT...

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# BEVERAGE FLAVOURS



## WHO WE ARE

- Natural Flavours
- UK Manufactured
- Workable MOQ's
- Carbon Negative
- BRC AA
- Speed & Service



# THE MOST POPULAR FLAVOUR IN BEVERAGE...

# ORANGE

(UK BEVERAGE PRODUCT LAUNCHES 2018-2022 INNOVA MARKET RESEARCH  
DATABASE)

Not many surprises here. Orange has always been one of the most dominating flavours in the beverage sector. From classic juice drinks, to the base of many popular cocktails. It also has risen in popularity due to its connotations with health claims.

## FLAVOUR TIPS

- Blood Orange
- Brazilian Orange
- Spiced Orange
- Valencian Orange
- Orange Curd
- Peely Orange



**A FLAVOUR NOT FAR BEHIND...**

# **RASPBERRY**

(UK BEVERAGE PRODUCT LAUNCHES 2018-2022 INNOVA MARKET RESEARCH DATABASE)

**Raspberry follows on just behind orange as the second most popular flavour in the beverage category.**

**A highly adaptable and tasty fruit that can be used in both premium adult drinks and kids products alike.**

## **FLAVOUR TIPS**

- **Raspberry Puree**
- **Raspberry Ripple**
- **Jammy Raspberry**
- **Pippy Raspberry**
- **Sour Raspberry**
- **Summer Berries**



# YOU CAN'T LOOSE WITH...

# TROPICAL

(UK BEVERAGE PRODUCT LAUNCHES 2018-2022 INNOVA MARKET RESEARCH DATABASE)

Popular tropical flavours like passion fruit and mango come in at 5<sup>th</sup> and 6<sup>th</sup> respectively in quantity of flavour launches. These tasty flavours even beat the always popular lemon that is at 10<sup>th</sup>.

Tropical flavours give you an endless list of flavour opportunities with so many tasty combinations to try.

## FLAVOUR TIPS

- Fresh Mango
- Fleshy Mango
- Mango & Ginger
- Passion Fruit
- Lychee
- Mango & Chili



**NOW THEN...**

**LET'S LOOK AT THE**

**FASTEST  
GROWING  
FLAVOURS**



**+56.51% GROWTH** (CAGR%)

# PRICKLY PEAR

(UK AND NORTH AMERICA BEVERAGE PRODUCT LAUNCHES 2018-2022 INNOVA MARKET RESEARCH DATABASE)

**A fruit that tastes nothing like it looks or sounds. This rather prickly and odd looking fruit actually has a sweet and candy like flavour. It is said to give off notes of watermelon and bubblegum.**

**A flavour that works perfectly for drinks brands on look out for a braver flavour.**

## FLAVOUR TIPS

- Prickly Pear & Orange
- Prickly Pear & Fig
- Prickly Pear Mojito
- Prickly Pear Margarita
- Watermelon
- Bubblegum



**+45.65% GROWTH** (CAGR%)

# GOOSEBERRY

(UK AND NORTH AMERICA BEVERAGE PRODUCT LAUNCHES 2018-2022 INNOVA  
MARKET RESEARCH DATABASE)

This classic flavour traditionally used in bakery and desserts has been making its way into premium beverage launches.

Gooseberry brings a unique sharp and tart flavour with a subtle hint of sweetness that sets it apart from other sharp flavours like lemon.

## FLAVOUR TIPS

- Gooseberry Crumble
- Gooseberry & Elderflower
- Vanilla Gooseberry
- Gooseberry Lemonade
- Gooseberry Tonic
- Gooseberries & Custard



**+26.78% GROWTH (CAGR%)**

# PASSION FRUIT

(UK AND NORTH AMERICA BEVERAGE PRODUCT LAUNCHES 2018-2022 INNOVA MARKET RESEARCH DATABASE)

Passion fruit is a real power flavour in the beverage market. Not only does it sit in the top 10 most popular flavours, it's always showing consistent strong growth.

The popularity of the passion fruit martini has surely helped this become a new staple in many drinks brands ranges.

## FLAVOUR TIPS

- Passion Fruit Martini
- Mango & Passion Fruit
- Passion Fruit Puree
- Passion Fruit & Thyme
- Passion Fruit & Coconut
- Chocolate & Passion Fruit



**+27.50% GROWTH (CAGR%)**

# BASIL

(UK AND NORTH AMERICA BEVERAGE PRODUCT LAUNCHES 2018-2022 INNOVA MARKET RESEARCH DATABASE)

**Herbs and spices have been creeping into adult beverages, health drinks and cocktails over the last few years.**

**Basil stands up as one of the most popular flavour herbs to use. Offering a unique profile to either partner a popular fruit or just add a subtle garnish flavour.**

## **FLAVOUR TIPS**

- Basil and Cherry Blossom
- Strawberry & Basil
- Pomegranate & Basil
- Lemon & Basil
- Basil & Cucumber Daquiri
- Peach & Basil



**+39.97% GROWTH** (CAGR%)

# GUAVA

(UK AND NORTH AMERICA BEVERAGE PRODUCT LAUNCHES 2018-2022 INNOVA MARKET RESEARCH DATABASE)

Looking for a more interesting tropical flavour that never fails to impress? Look no further than guava.

Deliciously sweet and refreshing this is making some real moves in just about every area of beverage. From premium adult drinks, to beer and cocktails – this flavour really does suit all styles.

## FLAVOUR TIPS

- Guava Punch
- Orange & Guava
- Strawberry & Guava
- Guava & Papaya
- Guava Cosmopolitan
- Guava & Lime



# REQUEST NEXT DAY FLAVOUR SAMPLES

[INFO@ITSTASTE.COM](mailto:INFO@ITSTASTE.COM)

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