



A BRAVER FLAVOUR

BAKERY FLAVOURS 2023

LET'S TALK ABOUT...

FLAVOURS IN BAKERY



WHO WE ARE

- Natural Flavours
- UK Manufactured
- Workable MOQ's
- Onsite Test Bakery
- Carbon Negative
- BRCGS Accredited
- British Society of Baking Members
- Speed & Service
- Allergen-Free



THE MOST POPULAR FLAVOUR IN BAKERY...

MILK CHOCOLATE

(UK & NORTH AMERICA BAKERY PRODUCT LAUNCHES 2022 INNOVA MARKET RESEARCH DATABASE)

An obvious choice for top spot for bakery flavours in 2022 and one we don't think will be toppled anytime soon. Milk chocolate is pretty much the first flavour on any bakeries product list.

Now the challenge is how to do you keep it interesting?

TRY A FLAVOUR SAMPLE:

- Milky Chocolate
- Chocolate Brownie
- Creamy Chocolate
- Chocolate Honeycomb
- Chocolate Orange
- Blonde Chocolate





A TRUSTED FLAVOUR NOT FAR BEHIND...

VANILLA

(UK & NORTH AMERICA BAKERY PRODUCT LAUNCHES 2022 INNOVA MARKET RESEARCH DATABASE)

The cornerstone of many great flavours. Vanilla can go it alone or be the perfect base to pair with other flavours. Another heavy hitter that will pretty much always stay on-top. Highly versatile and works alongside any sweet bakery flavour.

TRY A FLAVOUR SAMPLE:

- **Madagascan Vanilla**
- **Rich Vanilla**
- **Ice Cream Vanilla**
- **Bourbon Vanilla**
- **Creamy Vanilla**
- **Vanilla Fudge**





THE FRUIT THAT REIGNS SUPREME...

STRAWBERRY

(UK & NORTH AMERICA BAKERY PRODUCT LAUNCHES 2022 INNOVA MARKET RESEARCH DATABASE)

Strawberry sits on the top of the tree when it comes to fruity flavours in bakery. It works perfectly within a bakery application, but also offers many different inclusion options. Strawberry can be great in Confectionery style bakes, but also premium classic bakery.

TRY A FLAVOUR SAMPLE

- Wild Strawberry
- Strawberry Puree
- Jammy Strawberry
- Strawberry Daiquiri
- Strawberries & Cream
- Floral Strawberry





NOW THEN, LET'S LOOK AT THE...

FASTEST GROWING FLAVOURS



+57% GROWTH (CAGR)

PEAR

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

A classic flavour that is making waves in grown-up and premium baked products. From up-market pastries, to fancy biscuits – pear launches are really stepping up the game.

Pear is also a great flavour to pair with other tasty flavours.

TRY A FLAVOUR SAMPLE:

- Pear
- Williams Pear
- Pear Cobbler
- Spiced Pear
- Pear & Caramel
- Pear & Almond



+52% GROWTH (CAGR)

CARAMEL BISCUIT

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

Caramel Biscuit really took off during the Covid outbreak. Made famous by Lotus biscuits being all over social media – it inspired consumers.

Google search data shows huge spikes in people searching Biscoff from early 2020 and it has never looked back. Could it be the next Salted Caramel?

TRY A FLAVOUR SAMPLE:

- Caramel Biscuit
- Caramel
- Biscuit
- Smokey Caramel
- Butter Caramel
- Digestive Biscuit



+46% GROWTH (CAGR)

GINGERBREAD

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

Has Gingerbread ever been out of style? Helped by its winter connotations, it's always big at least once a year.

We're now seeing it move to being an all year round flavour, with consumers not wanting to give it up when Christmas disappears.

TRY A FLAVOUR SAMPLE:

- Gingerbread
- Ginger
- Ginger Blossom
- Green Ginger
- Gingerbread & Caramel
- Gingerbread Latte





+41% GROWTH (CAGR)

CHURRO

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

Maybe our favourite flavour trend in bakery. The rise of the Churro. Soon to find its way into mainstream bakery after being one of the most popular food service desserts.

Sweetness and fried dough – what is not to like? The list is endless with indulgent flavours to pair with this.

TRY A FLAVOUR SAMPLE:

- Churro
- Cinnamon
- Rich Chocolate
- Fried Doughnut
- Praline
- Burnt Sugar



+39% GROWTH (CAGR)

BIRTHDAY CAKE

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

This one can be anything you want it to be. As long as it's sweet. And yes, Birthday Cake is now a flavour. A fun flavour to play around with and make your own take on it.

Heaps of sweetness and vanilla – and why not have some fun adding a fruity twist.

TRY A FLAVOUR SAMPLE:

- **Birthday Cake**
- **Sweet Vanilla**
- **Ice Cream Vanilla**
- **Victoria Sponge**
- **Raspberry Puree**
- **Juicy Strawberry**





+35% GROWTH (CAGR)

HONEYCOMB

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

Looking for indulgence? This flavour has it in abundance. Using a drop of honeycomb flavour instantly adds an indulgent and sweet taste to a product.

It's impressive to see this is still growing as it is already a well-established flavour in the bakery world.

TRY A FLAVOUR SAMPLE:

- Honeycomb
- Chocolate Honeycomb
- Honeycomb Brownie
- Banana & Honeycomb
- Raspberry & Honeycomb
- Honeycomb Cookie





REQUEST NEXT DAY FLAVOUR SAMPLES

INFO@ITSTASTE.COM

WWW.ITSTASTE.COM

