



2023

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Instore

Trend Forecast
flavorproducers.com

The Flavor Producers Difference

Rütz TrüBrüz Unique Transparent Technology

USDA ORGANIC

OVER 5,000 Organic Certifiable Flavors in our Library

OVER 40 YEARS As Pioneers in Plant-based, Natural and Organic Flavors

TRANSPARENT & TASTEFUL TECHNOLOGY INVESTMENTS Supported by Extensive Regulatory & Sensory Experience

INDUSTRY LEADING ORDER FULFILLMENT Best in Class MTO Deliveries

100+ YEARS of Plant-based Flavor, Extract & Essence Expertise

CALIFORNIA GROWN Founded in Los Angeles in 1981, Flavor Producers expanded to 3 U.S. production sites and 3 R&D centers in North America

Leader in the Taste of Vanilla from Natural extracts to Organic Flavors

Peelz Oatz Rooted in Nature Flavor Delivery Options

Macrotrend Platform

Next Instore reflects the macrotrends that inspire new product development and innovations in food and beverage products. Flavor Producers are nature's experts in natural, organic and transparent flavor options for elevating the taste to meet the evolving consumer needs.



A Better Us

We all strive for self improvement, so let's start with what sustains us. From organic offerings to clean and clear labels, sustainable packaging and beyond, the food industry is adapting to consumer demand for more personalized and sustainable options.



Borderless Taste

Taste has gotten bigger as the world has gotten smaller. Thanks to improvements in global communication along with consumers' access to exotic ingredients, cooking techniques and recipes, the flavors of the world are more available than ever.



A Growing Palate

Basic taste has grown up. Flavor profiles that were once avoided or thought too niche for large brands have surprised the market and found commercial success. Taste profiles like bitter, sour and umami, that were once an afterthought, are now part of the discussion in new product development.



Toying With Emotions

Online culture and social media has changed the way consumers are interacting with food. Food and drinks with emotional, visual or creative appeal are flooding social media, and in return expanding into foodservice and landing in retail spaces.



A Little Off-Base

As functionality continues to change the food and beverage landscape, it has carved an expanding path of consumer flavor interaction and acceptance. The rise of "alternative" products has evolved flavor masking into flavor mimicking finding flavor optimization to fill in the gaps of new products.

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2023 Overarching Trend: A Point of Difference

With disposable income decreasing from sustained increases in the cost of gas, groceries, housing and utilities, consumers are looking for food and beverage options that offer them more value.

While value can come in many forms like diet, functionality, flavor, format, cost and sustainability, the one thing that it always offers is some form of differentiation to the competition. Successful products in 2023 will lean into their points of difference and showcase the value they bring to consumers.



Setting the Difference

Sustaining the Middle

The International Food Information Council asked consumers at what price level that they would select an eco-friendly product.

- 15%** Very Eco-Friendly
Most Expensive (\$7)
- 46%** Somewhat Eco-Friendly
Mid-Priced (\$5)
- 39%** Least Eco-Friendly
Lowest Priced (\$3)

58%

Gen Z is the most likely to choose a mid-priced eco-friendly product.



Paying Up

Considering food and drink, which product features do you think are worth paying more for?

- 21%** of U.S. Consumers
Sustainable/environmentally friendly products
- 20%** of U.S. Consumers
Functional ingredients that boost physical health
- 20%** of U.S. Consumers
Convenience products

Source: International Food Information Council 2022 Food and Health Survey, Innova Lifestyle & Attitudes Survey 2022

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Macrotrends



Upcycling Picks Up Pace

While upcycling has been a growing term in sustainable products over the past couple of years, 2023 may be the year it really kicks into gear. With price increases throughout the supply chain, choosing to innovate by taking a deeper dive into valuable waste streams makes more sense than ever.

By finding new ingredients or opportunities hidden in the current method of doing business, companies can not only add an additional source of revenue, but also create a sustainable value driven opportunity to help capture new consumers.

Source: Innova New Product Database, November 2022



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Changing Food Waste



52%

Of Americans believe that food and beverage purchases have an impact on the environment

39%

Say environmental sustainability impacts their food and beverage purchase decisions.

\$53 billion

The global market for the upcycled food category

**Room to Grow
Only 10%**

Of consumers are familiar with upcycled foods according to Ben Gray, co-founder and chief innovation officer at the Upcycled Food Association.



Source: International Food Information Council 2022 Food and Health Survey



New Tasting Experiences

Food and beverages have gone through a taste evolution over the past decade, crafting more unique and challenging profiles than ever before. You have seen the rise in sour through fermentation, bitter through botanicals, along with new uses of umami for plant-based offerings. Beverage has gone through a seismic shift, with savory and complex profiles that were not often thought of as refreshing, redefining themselves as sources of growth for the channel.

In 2023 look for more genre defying flavors to come across food and beverage like savory seasonings invading beverage and unique regional flavors and ingredients popping up in snacks.

Seeking New Experiences



3 in 4
consumers agree that
“I am open to trying
new flavors”



2 in 4
consumers agree that
“In the supermarket,
I look for new
flavors I have never
tried before”

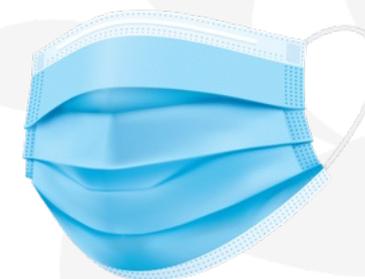
“I like to try foods that I have
never tasted before”

50.8%

Of U.S. Consumers report
that they “agree” (34%) or
“strongly agree” (16.8) that
they like to try new foods.



A further **51% agree** that post
COVID-19 they want to be
more adventurous with their
food and beverage choices



Source: Innova Flavor Survey 2021, Innova Lifestyle & Attitudes Survey 2021



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In the Spirit of Spirits

2022 was a breakout year for adult focused alcoholic alternative products and things are pointing toward 2023 as being even bigger. Although adult focused NA is still a relatively small category, it's growing rapidly with beverage launches in the U.S. featuring a no-alcohol claim up over 30% year-to-date (as of November 2022).

Driven by moderation more than elimination, this rise showcases the consumer desire to have more complex tasting experiences in beverage, without having to rely on alcohol to provide it. In 2023 look for more refined alcohol-free spirits, wine, beers and ready-to-drink cocktails to invade the foodservice and retail channels.



Alcohol Alternatives: A Generational Change

In the past year, have you chosen to drink more non-alcoholic beverages in place of alcoholic beverages than the year prior?

38%

Generation Z

25%

Millennials



Why are you choosing to drink more non-alcoholic beverages in the place of alcoholic beverages?

Cutting Back on Alcohol Consumption

54%

Generation Z

41%

Millennials

Healthier Lifestyles

54%

Generation Z

52%

Millennials



Source: 2022 Drizly Consumer Trend Report

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Macrotrends



Stressed In

Throughout the COVID 19 pandemic immunity focused products dominated the conversation around functionality in food and beverage. While the pandemic may have eased, a new threat has slowly been emerging upon the public in the form of stress. Let's face it the past few years have been mentally exhausting to your average consumer — dealing with the pandemic, social uprisings, global conflict and now the financial uncertainty of a looming recession. It seems as if people just can't catch a break.

Fortunately, there is a silver lining thanks to a growing category of functional food and beverage that offer claims like relaxation, mood enhancement and brain health that are focused on mental health. In 2023 look for greater conversation around mental health and more product launches that offer functional support around stress.



Stressed Out



56%

Of Americans report feeling “very” (22%) or “somewhat” (34%) stressed over the past 6 months

Distressed Youth

Stress is hitting younger generations the hardest as Gen Z is more likely to report high stress (33%), followed by Millennials (29%), Gen X (25%) and Boomers (10%).



Source: International Food Information Council 2022 Food and Health Survey, Innova Lifestyle & Attitudes Survey 2022

Coping

1 in 4 consumers say they “always” or “often” eat when stressed and 54% say they try to eat healthier to help combat stress.



2 in 5

Consumers globally report they are increasingly seeking food and beverages that **make them feel comforted & relaxed due to Covid**



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Going Exotic

It may be hard to imagine now, but it wasn't that long ago that mango was an exotic flavor experience. Fast forward to 2022 and mango resides in the top ten U.S. flavors launched in both food and beverage. While mango might not surprise you, it might be surprising to learn that passion fruit was the 10th most launched flavor in all of beverage or that the Asian fruit lychee had more beverage launches in 2022 than blackberry.

Exotic and varietal fruits are popping up at more mainstream retailers. For example, Trader Joe's stocked both pineberry and rambutans in their produce aisle this year. With this new exposure from retailers in partnership with brands looking to add a flavor point of difference, look for new exotic and varietal flavors to gain more traction throughout 2023.



Social Conversations: 2022 Fastest Rising Fruit Flavors

Exotic & varietal options are the fastest rising fruit flavors in food

Pineberry



1,242.7%

Social YoY Growth

Guarana



88.9%

Social YoY Growth

Korean Melon



77.8%

Social YoY Growth

Logan Berry



75.8%

Social YoY Growth

Loquat



65.5%

Social YoY Growth



Tastewise is a food and beverage research platform that utilizes A.I. to analyze billions of data points collected from social media posts, blogs, recipes and restaurant menus to give relevant and actionable insights to help guide product development.

Source: Tastewise November 2022



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Social Conversations: 2022 Fastest Rising Fruit Flavors

Exotic & varietal options are the fastest rising fruit flavors in beverage

Sumo Citrus



130%

Social YoY Growth

Cloudberry



115.2%

Social YoY Growth

Pawpaw



72.9%

Social YoY Growth

Montmorency Cherry



52.9%

Social YoY Growth

Sudachi



50.6%

Social YoY Growth



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Source: Tastewise November 2022



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2023 Macrotrend Key Elements

A Better Us

- Financial & Mental Health
- Upcycled Sustainability
- Mindful Alcohol & Alternatives
- Functional at the Forefront
- Organic Fundamentals



Borderless Taste

- Tropical & Exotic Flavors
- Category Blurring
- Regional & Varietal Flavors
- Speed of Information
- Heritage Spotlights



A Growing Palate

- Added Complexity
- Sweet & Savory
- Functional Botanicals
- Adult Focused
- Sensorial Attributes



Toying With Emotions

- Modern & Authentic Nostalgia
- Function You Can Feel
- Food Presentations
- Media Pairing
- Co-branding

A Little Off-Base

- Functional Changes
- Plant-based Evolution
- Sugar Alternatives
- Maintaining Authenticity
- Cost Savings



Thank You!

To Learn More About Us Visit
www.flavorproducers.com



CRAFT YOUR OWN FLAVOR

Select a profile to start your experience



CLICK HERE



Product Highlights

ORGANICALLY DELICIOUS

Flavor Producers has decades of expertise in organic sourcing, regulatory and traceability... to create delicious custom organic flavors for you.

ORGANIC TO THE CORE
 From our organic farms to our manufacturing facilities, we ensure every step of our process is 100% organic and free from synthetic additives, pesticides, and GMOs.

ORGANIC MANUFACTURING
 Our state-of-the-art manufacturing facilities are designed to handle organic ingredients, ensuring the highest quality and purity for our products.

WELCOMES THE WORLD
 Our products are made in the USA and are suitable for export to over 100 countries, ensuring global availability and compliance with international standards.

A GARDEN OF OPTIONS
 We offer a wide range of organic flavors, from natural and certified organic to non-GMO and plant-based options, to meet your specific needs.

ISÖZ FROM THE PLANT

Now we plant-based sweeteners and extracts that create the essential sweetness of honey, agave, fruit and applications... to create unique and healthy flavors for your products.

KEY PRODUCT FEATURES
 - 100% Plant-based
 - No refined sugar
 - No artificial sweeteners
 - No GMOs
 - No synthetic additives

PEELZ PLANT-BASED FLAVOR CARRIER

Peelz is a plant-based flavor carrier system that provides... to create unique and healthy flavors for your products.

KEY PRODUCT FEATURES
 - 100% Plant-based
 - No refined sugar
 - No artificial sweeteners
 - No GMOs
 - No synthetic additives

VANILLA FLAVORS & EXTRACTS

As a certified organic vanilla manufacturer, Flavor Producers... to provide the highest quality and most authentic vanilla products.

KEY PRODUCT FEATURES
 - 100% Organic
 - No synthetic additives
 - No GMOs
 - No refined sugar

CLICK HERE

Profile Guides

TROPICAL PROFILES

Flavor Producers has a wide range of tropical flavors and extracts... to create unique and healthy flavors for your products.

KEY PRODUCT FEATURES
 - 100% Organic
 - No synthetic additives
 - No GMOs
 - No refined sugar

BOTANICAL PROFILES

Flavor Producers has a wide range of botanical flavors and extracts... to create unique and healthy flavors for your products.

KEY PRODUCT FEATURES
 - 100% Organic
 - No synthetic additives
 - No GMOs
 - No refined sugar

VANILLA PROFILES

Flavor Producers has a wide range of vanilla flavors and extracts... to create unique and healthy flavors for your products.

KEY PRODUCT FEATURES
 - 100% Organic
 - No synthetic additives
 - No GMOs
 - No refined sugar

BERRY PROFILES

Flavor Producers has a wide range of berry flavors and extracts... to create unique and healthy flavors for your products.

KEY PRODUCT FEATURES
 - 100% Organic
 - No synthetic additives
 - No GMOs
 - No refined sugar



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