



Inspiring Food and Beverage Innovation

Taste Charts 2022

UNITED STATES



Every Innovation Tells a Story

Our cover dish visual tells of a revolutionary new story in the food and beverage industry. Plant alternative dishes tell the story of a new emphasis in our industry, where we are focusing on innovations that are both nutritious and sustainable, as well as delivering the great and authentic taste that consumers demand. While it is an important growth category, we recognize that plant alternative food and beverages remain relatively small, but emerging, in our overall industry.

Inspiring Authentic Taste Innovations

It's challenging to find the spark that will inspire your next authentic taste innovation. We at Kerry know this, because our passion lies in doing this every day, across multiple categories and cultures.

The 2022 Taste Charts offer an insight into the next wave of flavor profiles, ingredients and trends that are set to drive the growth of successful innovation in 2022.

Our on-the-ground presence in more than 150 global locations allows us to see, hear and taste the consumer preferences from a truly global yet locally authentic perspective.

We predict these trends using a combination of proprietary insights, menu trends, product launches and ingredient labels, consumer preferences, social media chatter, chef-led innovation, and our own direct experience of supporting thousands of new product launches across the globe.

Sustainable nutrition tastes great at Kerry.



Every Innovation Tells a Story

Every story needs inspiration. That is where our 2022 Taste Charts can help you, opening up a world of flavors and ingredients that inspire taste innovation across food and beverage applications.

Inspiration comes in different shapes and sizes

Experience has taught us that you can not fit taste trends into a single box. Cultural influences, social media trends, evolving health concerns and of course the human demand for diversity in taste means we need to work in must give you a flexible framework.

You will see how we have divided the Taste Charts into five key categories:

- Sweet
- Salty Snack
- Savory
- Beverages – Hot & Dairy-based
- Beverages – Cold & Water-based

Each of these categories showcase flavors and tastes across a timeline:

- | | |
|------------------------|--|
| Mainstream | Top 10 flavors for the last 5 years |
| Key | Next 15 flavors for the last 5 years |
| Up & Coming | Top 20 fastest growing flavors in the last 3 years |
| Emerging | Top 20 fastest growing flavors in the last year |

Our Taste Charts also highlight key flavor groups that play a significant role in the chart. These flavor buckets (such as cheese, cocktail-inspired, chili) also highlight flavors within that group and their presence across the four stages - mainstream (m), key (k), up & coming (u&c) and emerging (e).

Every innovation tells a story and we invite you to craft your story now.



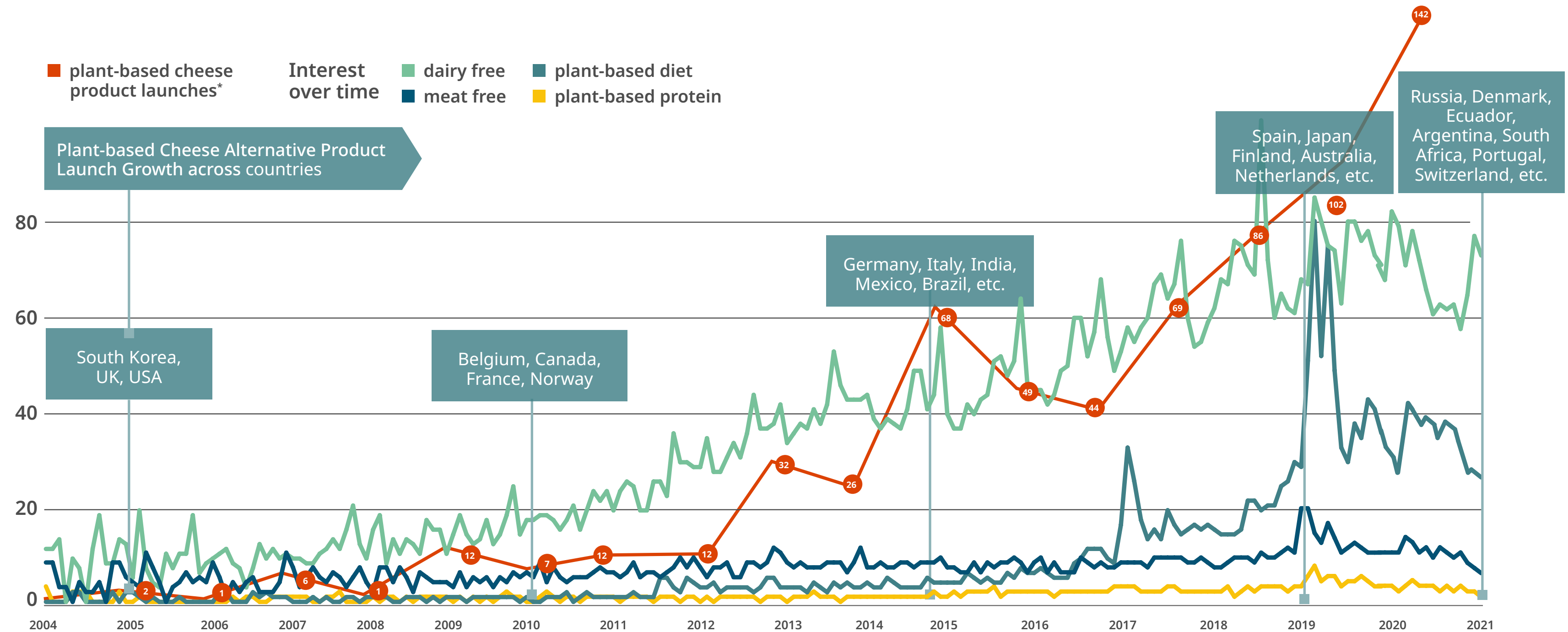
Taste Lifecycle of Plant-based Cheese Alternatives

The taste lifecycle of Plant-based Cheese Alternatives reflects its **steady growth** in market launches and consumer acceptance across the globe. While **nutrition and sustainability remain strong drivers** of choice, the **role of taste is undeniable**, particularly in comparison to conventional dairy-based cheese.

Flavors and ingredients play a central role in product innovation, **from comfort to authentic international inspirations** and the influence of taste charts on plant-based food and drinks.



2022 US Taste Charts



Plant-based Cheese Big Flavor Movements	NUMBER OF PRODUCTS LAUNCHED			
	2005	2015	2019	2021
Herbs	1	6	12	22
Garlic	1	4	9	16
Smoked	0	5	5	10
Total Flavor Callouts in Product Launches	2	23	35	61
	Smoked, Chilies, Basil & other herb (Chives)		Pepper etc.	Mushroom, Jalapeno Chili, etc.
Significant Flavor Introductions				

Google Trends Mentions on Food and Beverages and Plant-based Cheese (non-dairy cheese) Global Product Launches
Source: Google Trends 2021 and Innova Database 2021

* Innova Plant-based Cheese Product Launch Activity

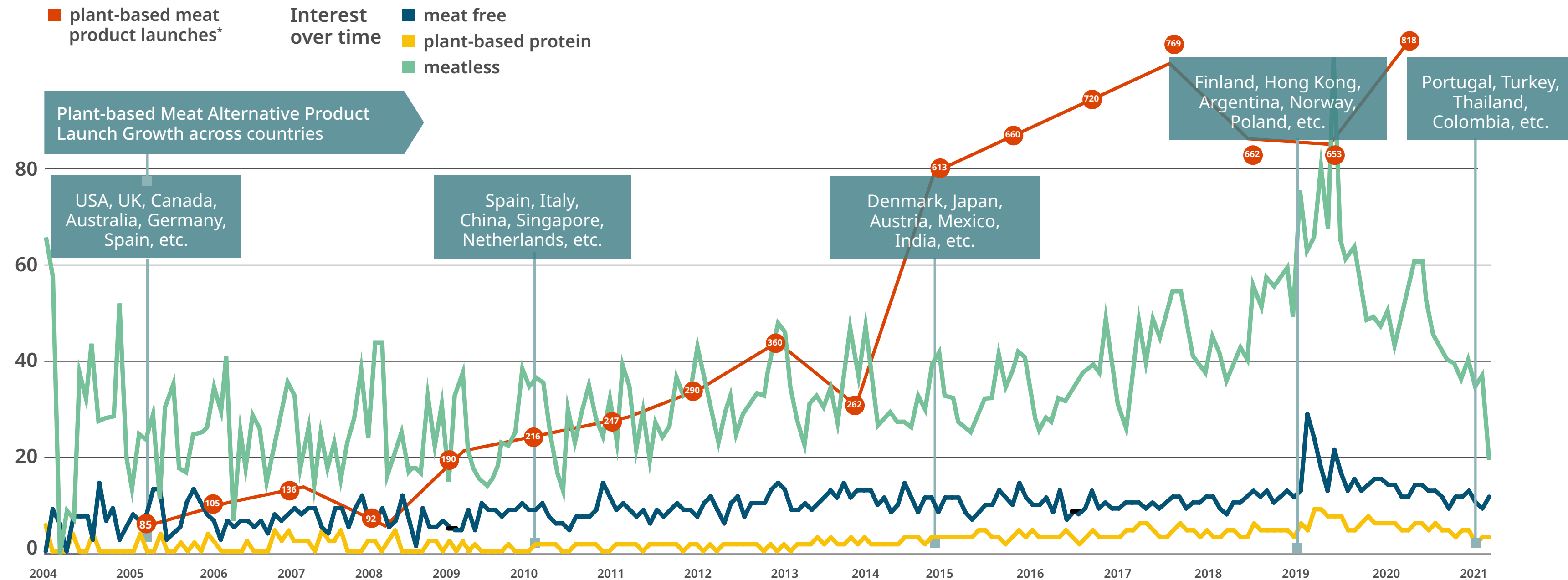
Taste Lifecycle of Plant-based Meat Alternatives

The taste lifecycle of Plant-based Meat Alternatives reflects its **steady growth** in market launches and consumer acceptance across the globe. While **nutrition and sustainability remain strong drivers** of choice, the **role of taste is undeniable**, particularly in comparison to conventional animal-based proteins.

Flavors and ingredients play a central role in product innovation, **from comfort to authentic international inspirations** and the influence of taste charts on plant-based food and drinks.



2022 US Taste Charts



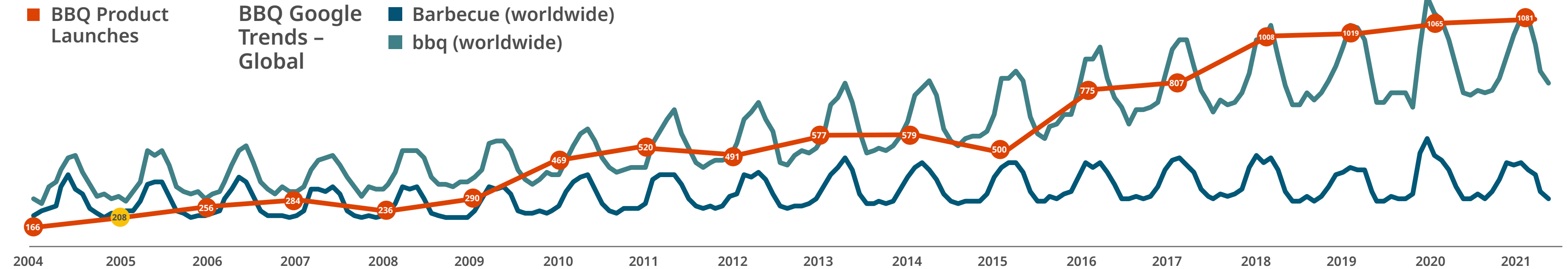
Plant-based Meat Big Flavor Movements	NUMBER OF PRODUCTS LAUNCHED			
	2005	2015	2019	2021
Chili	10	16	28	28
Mushroom	4	5	16	27
Cheese	3	26	17	21
Total Flavor Callouts in Product Launches	50	120	147	147
	Cheese, Spinach, Smoked, Spices, Peppers, etc.		Curry, Barbecue, Rosemary, Maple, Sweet Chili, etc.	More Spices, Mediterranean, Italian, Basil, Mexican Cheese Types
Significant Flavor Introductions				

Google Trends Mentions on Food and Beverages and Plant-based Meat (meatless/meat-free) Global Product Launches
Source: Google Trends 2021 and Innova Database 2021

* Innova Plant-based Meat Product Launch Activity

BBQ Lifecycle

Authenticity and nostalgia remain strong emotions associated with the seasonal appeal of barbecue. In recent years however, barbecue has taken on an indulgent, premium, sustainable, high quality persona. Barbecue is a dominant flavor in the US and UK, and has grown in relevance and impact across the globe. Better-for-you and healthy-halo positioning is gaining center stage as well, with non-GMO, organic, keto, zero sugar, high fructose corn syrup free and artificial-free claims.



2019 (Pre-pandemic)				2021 (Pandemic-affected)				INSIGHTS
Sweet Smoke (E) USA			Sweet Grilled + Smoked (E) LATAM					
Salty Snacks BBQ (M), Teriyaki + Smoke (K), Korean BBQ (U&C), USA; Barbecue (M) Smoke (K), Teriyaki (U&C) Canada	Culinary BBQ + Smoke (K) APAC	Salty Snacks Barbecue (K), Smoke (U&C) EUR	Salty Snacks Barbecue/ Churrasco (K) LATAM	Salty Snacks BBQ (M), Teriyaki + Smoke (K), Korean BBQ (U&C), Jerk + Tandoori (E) USA; Barbecue (M), Smoke (K), Korean Barbecue + Mesquite + Sweet & Smoky (E) Smoked Paprika (U&C), Teriyaki (U&C) Canada	Salty Snacks BBQ (M), Korean Bulgogi (E) APAC	Salty Snacks BBQ + Smoke (M), Greek Gyro (U&C), Texas BBQ (E) EUR	Salty Snacks Churrasco (M), Barbecue + Applewood Smoked (K), Roasted (U&C), Smoked (E) LATAM	<i>BBQ and smoke grew in salty snacks as consumers sought nostalgic yet experiential flavors</i>
Savoury Smoke (M), BBQ, Teriyaki (K), Bulgogi (U&C) USA; Barbecue (K) Smoke (K), Bulgogi (U&C), Teriyaki (U&C) Canada		Savoury Smoke (M), Barbecue (K) EUR	Savoury Barbecue + Smoke (M), Churrasco + Grilled (K), Applewood + Maplewood Smoke (E) LATAM	Savoury Hickory Smoke (M), BBQ + Teriyaki + Applewood Smoked (K), Korean BBQ (U&C), Hardwood + Mesquite Smoked USA; Smoked (M), Barbecue (K), Hickory (U&C), Applewood (E) Canada	Savoury BBQ - Charcoal, Chuan'r, Lechon, Yakitori, Satay, Teriyaki (K), Beechwood Smoke + Korean Bulgogi (U&C) APAC	Savoury Smoke (M), Grilled/ Chargrilled/Roasted/ Toasted + BBQ (K), Al Pastor (U&C), Maplewood Smoke (E) EUR	Savoury Smoke + Churrasco (M), Barbecue (K), Grilled (U&C) LATAM	
Beverage D&H Smoke (E) USA				Beverage D&H Smoke (E) USA				<i>Smoke in beverages continued to be an edgy concept, typically at upscale bars and cafés</i>
Beverage W&C Smoke (U&C), USA and Canada			Beverage W&C Smoke (E) LATAM	Beverage W&C Smoke (E) USA				
North America	APMEA	Europe	Latin America	North America	APMEA	Europe	Latin America	

2022 US Taste Charts

Google trends line for worldwide mentions of barbecue and BBQ in food and drinks. Innova Database Product Launches for barbecue 2004 - 2021



Ingredients

Functional

Long-standing

More than a Year

Turmeric
Collagen

Green Coffee
Extract

Emerging

Within the Past Year

Electrolytes
Lavender

Multi-sensorial

Long-standing

More than a Year

Ruby Chocolate
Boba Pearls
Sprinkles –
fantasy sprinkles

Emerging

Within the Past Year

Gold Leaf
Edible Flowers
Pandan
Ube
Patterns –
Rainbow Cakes/
Marble Cakes
Foam

Alternative

Long-standing

More than a Year

Plant Based
Oat Milk
Almond Butter
Cauliflower

Emerging

Within the Past Year

Cashew
(Creams and Dips)
Nutritional Yeast
Lupini Beans
Lentils

Premium

Long-standing

More than a Year

Truffle
Caviar

Emerging

Within the Past Year

Pistachio
(nut alternative)
Halwa
Malai



Sweet

Mainstream

TOP 10 FLAVORS
FOR THE PAST 5 YEARS

Milk Chocolate	Caramel
Vanilla	Cinnamon
Strawberry	Coconut
Peanut Butter	Blueberry
Almond	Dark Chocolate

Key

NEXT 15 FLAVORS
FOR THE PAST 5 YEARS

Cherry	Orange
Lemon	Mint
Raspberry	Cocoa
Fudge	Hazelnut
Banana	Maple
Apple	Cranberry
Honey	Mango
Salted Caramel	

Up & Coming

20 FASTEST GROWING
FLAVORS FOR THE PAST 3 YEARS

Sweet Treats	Lavender
<i>Snickerdoodle</i>	Blood Orange
<i>Churro</i>	Wild Cherry
<i>Chocolate Chip Cookie</i>	Sugar Plum
<i>Birthday Cake</i>	Matcha Tea
<i>Key Lime Pie^E</i>	Orange & Cream
<i>Carrot Cake^E</i>	Cookies & Cream
<i>Red Velvet Cake^E</i>	Black Raspberry
<i>Rocky Road^E</i>	Black Pepper
<i>Crème Brûlée^E</i>	Anise
<i>Cotton Candy^E</i>	Passionfruit
<i>Baklava^E</i>	Chai (Tea)
Brown Sugar	Brown Butter
Blackcurrant	
Rosemary	
Café Latte	
Chili	
Butterscotch	

Emerging

TOP 20 FASTEST GROWING
FLAVORS LAST YEAR

Kahlua	Rhubarb
Whiskey	Acai
Citrus Zest	Saffron
Champagne	Tahini
Margarita	Lychee
Ube	Sage
Cheddar Cheese	Cardamom
Tangerine	Hibiscus
Sour Cherry	Pandan
Guava	Rose

Salty Snacks

Mainstream

TOP 10 FLAVORS
FOR THE PAST 5 YEARS

- | | |
|---|--|
| <p>Cheese
Cheddar
White Cheddar
Parmesan <i>K</i>
Mozzarella <i>K</i>
Gouda <i>K</i>
Cream Cheese <i>U&C</i>
Monterey Jack <i>U&C</i>
Pepperjack <i>U&C</i>
Provolone <i>U&C</i>
Asiago <i>E</i></p> <p>Sea Salt</p> <p>Barbecue</p> | <p>Chili/Heat
Generic Chili
Jalapeno
Chipotle <i>K</i>
Sriracha <i>K</i>
Habanero <i>U&C</i>
Cayenne <i>U&C</i>
Ghost Chili <i>U&C</i>
Hatch Valley Chili <i>E</i>
Green Chili <i>E</i>
Thai Chili <i>E</i>
Carolina Reaper <i>E</i></p> <p>Garlic</p> <p>Honey</p> <p>Lime</p> <p>Smoked
Classic Smoked
Hickory Smoked <i>K</i></p> <p>Butter</p> <p>Ranch</p> |
|---|--|

Key

NEXT 15 FLAVORS
FOR THE PAST 5 YEARS

- | | |
|---|--|
| <p>Milk Chocolate</p> <p>Caramel</p> <p>Onion</p> <p>Sour Cream and Onion</p> <p>Japanese Teriyaki</p> <p>Black Pepper</p> <p>Cinnamon</p> | <p>Dark Chocolate</p> <p>Rosemary</p> <p>Nacho Cheese</p> <p>Salt & Vinegar</p> <p>Bacon</p> <p>Maple</p> <p>Tomato</p> <p>Peanut Butter</p> |
|---|--|

Up & Coming

20 FASTEST GROWING
FLAVORS FOR THE PAST 3 YEARS

- | | |
|--|--|
| <p>Mustard</p> <p>Seaweed/Nori</p> <p>S'mores</p> <p>Pumpkin/Pumpkin Spice</p> <p>Soy Sauce</p> <p>Turmeric</p> <p>Red Bell Pepper</p> <p>Hummus</p> <p>Parsley</p> <p>Mixed Berry</p> | <p>Pickle</p> <p>Sweet Onion</p> <p>Mango</p> <p>Honey Mustard</p> <p>Buffalo</p> <p>Ginger</p> <p>Sweet & Spicy Chili</p> <p>Vanilla</p> <p>Mexican Taco</p> <p>Curry</p> |
|--|--|

Emerging

TOP 20 FASTEST GROWING
FLAVORS LAST YEAR

- | | |
|---|--|
| <p>Egg</p> <p>Raspberry</p> <p>Tamarind</p> <p>White Pepper</p> <p>Guacamole</p> <p>Matcha Tea</p> <p>Salsa</p> <p>Cajun</p> <p>Toffee</p> <p>Sweet Barbecue</p> <p>Sesame</p> | <p>Sage</p> <p>Sour Cream & Chives</p> <p>Spirulina</p> <p>Tahini</p> <p>Whiskey</p> <p>Tabasco</p> <p>Peppermint</p> <p>Vanilla Bean</p> <p>Everything Bagel Seasoning</p> |
|---|--|

Savory

Mainstream

TOP 10 FLAVORS
FOR THE PAST 5 YEARS

- | | |
|-------------------------------------|---|
| Chicken | Cheese |
| Tomato | <i>Cheddar</i> |
| Garlic | <i>Parmesan Cheese</i> |
| Chili/Heat | <i>Mozzarella Cheese</i> K |
| <i>Classic Chili</i> | <i>Ricotta</i> K |
| <i>Jalapeno</i> | <i>Romano</i> K |
| <i>Chipotle</i> | <i>White Cheddar</i> U&C |
| <i>Habanero</i> K | <i>Asiago</i> U&C |
| <i>Green Chili</i> K | <i>Parmigiano Reggiano</i> U&C |
| <i>Cayenne Pepper</i> K | <i>Burrata</i> U&C |
| <i>Hatch Valley</i> U&C | <i>Pecorino</i> E |
| <i>Scotch Bonnet Chili</i> E | <i>Pepperjack</i> E |
| <i>Aji Amarillo</i> E | <i>Cotija Cheese</i> E |
| <i>Espellete Chili</i> E | <i>Gruyere Cheese</i> E |
| <i>Aleppo Pepper</i> E | <i>Fontina Cheese</i> E |
| | Smoked |
| | <i>Classic Smoked</i> |
| | <i>Hickory Smoked</i> |
| | Onion |
| | Basil |
| | Bacon |
| | Honey |

Key

NEXT 15 FLAVORS
FOR THE PAST 5 YEARS

- | | |
|-------------------|----------|
| Lemon | Cinnamon |
| Ginger | Curry |
| Black Pepper | Sriracha |
| Lime | Paprika |
| Barbecue | Ranch |
| Mexican Taco | Pesto |
| Japanese Teriyaki | Buffalo |
| | Maple |

Up & Coming

20 FASTEST GROWING
FLAVORS FOR THE PAST 3 YEARS

- | | |
|--------------------------------|--------------------|
| Turmeric | Cardamom |
| Thai Yellow Curry | Caraway |
| Salsa | Mexican Chamoy |
| Indian Masala/
Garam Masala | Chinese Kung Pao |
| Lavender | Truffle Mushrooms |
| Korean Kimchi | Balsamic Vinegar |
| Indian Tikka Masala | Red Pesto |
| Buffalo Ranch | Marsala Wine |
| Sweet Barbecue | Chinese Five Spice |
| Thai Red Curry | |
| Korean Barbecue | |

Emerging

TOP 20 FASTEST GROWING
FLAVORS LAST YEAR

- | | |
|------------------|---------------------------|
| Espresso/Coffee | Eel Sauce/
Unagi Sauce |
| Greek Tzatziki | Galangal |
| Green Goddess | Pumpkin Spice |
| Tamarind | Fig |
| Korean Gochujang | Truffle Oil |
| Tamari | Chili Crisp |
| Togarashi | Coconut Milk |
| Shoyu/Soy | Nashville Hot |
| Peppadew Pepper | Furikake |
| Banana Pepper | Sambal |

Beverages

Dairy & Hot

Mainstream

TOP 10 FLAVORS
FOR THE PAST 5 YEARS

- | | |
|----------------|----------------|
| Vanilla | Hazelnut |
| Milk Chocolate | Ginger |
| Strawberry | Cinnamon |
| Caramel | Lemon |
| Peppermint | French Vanilla |

Key

NEXT 15 FLAVORS
FOR THE PAST 5 YEARS

- | | |
|---------------|----------------|
| Mint | Salted Caramel |
| Mango | Peach |
| Mocha | Raspberry |
| Banana | Mixed Berry |
| Coconut | Chamomile |
| Blueberry | Honey |
| Turmeric | Dark Chocolate |
| Pumpkin Spice | |

Up & Coming

20 FASTEST GROWING
FLAVORS FOR THE PAST 3 YEARS

- | | |
|--------------------|---|
| Maple | Rose |
| Macchiato Coffee | Piña Colada |
| Eggnog | Elderberry |
| Indian Masala | Gingerbread |
| Blood Orange | Sweet Treats
<i>Cake</i>
<i>S'mores</i>
<i>Pumpkin Pie</i>
<i>Cotton Candy</i>
<i>Graham Cracker</i> ^E
<i>Birthday Cake</i> ^E
<i>Sugar Cookie</i> ^E |
| Rosehip | Matcha |
| Peanut Butter | Grapefruit |
| Strawberry & Cream | Black Cherry |
| Elderflower | |
| Vanilla Bean | |
| Almond | |
| White Chocolate | |

Emerging

TOP 20 FASTEST GROWING
FLAVORS LAST YEAR

- | | |
|-----------------|---------------|
| Cardamom | Mandarin |
| Lavender | Green Apple |
| Basil | Lychee |
| Cookies & Cream | Sea Salt |
| Sage | Pineapple |
| Horchata | Butter Pecan |
| Black Pepper | Walnut |
| Macadamia Nut | Brown Sugar |
| Irish Cream | Passion Fruit |
| Guava | Oat |

Beverages

Water & Cold

Mainstream

TOP 10 FLAVORS
FOR THE PAST 5 YEARS

- | | |
|------------|-------------|
| Strawberry | Watermelon |
| Orange | Peach |
| Mango | Lime |
| Lemon | Raspberry |
| Pineapple | Fruit Punch |

Key

NEXT 15 FLAVORS
FOR THE PAST 5 YEARS

- | | |
|-------------|---------------|
| Cherry | Grape |
| Apple | Passion Fruit |
| Ginger | Pomegranate |
| Mixed Berry | Blackberry |
| Coconut | Mint |
| Grapefruit | Cucumber |
| Cranberry | Blood Orange |
| Blueberry | |

Up & Coming

20 FASTEST GROWING
FLAVORS FOR THE PAST 3 YEARS

- | | |
|------------|---------------|
| Hibiscus | Juniper Berry |
| Guava | Fig |
| Lavender | Basil |
| Rosemary | Melon |
| Nutmeg | Cardamom |
| Black Tea | Pumpkin Spice |
| Yuzu | White Peach |
| Elderberry | Plum |
| Lychee | Rose |
| Nectarine | Prickly Pear |

Emerging

TOP 20 FASTEST GROWING
FLAVORS LAST YEAR

- | | |
|-----------------------------|-----------------------|
| Pear | Chili/Heat |
| Clove | <i>Habanero Chili</i> |
| Orange Blossom | <i>Jalapeno Chili</i> |
| Sweet Treats | Gingerbread |
| <i>Cake</i> | Black Tea |
| <i>Marshmallow</i> | Pistachio |
| <i>Pumpkin Pie</i> | Cherry Blossom |
| <i>Graham Cracker</i> | Kumquat |
| <i>Muffin</i> | Matcha |
| <i>Candy</i> | Calamansi |
| <i>Brownie</i> | Tamarind |
| Alcohol & Cocktail Inspired | Pomelo |
| <i>Cider</i> | Thyme |
| <i>Moscow Mule</i> | Horchata |
| <i>Mai Tai</i> | Black Pepper |
| <i>Mimosa</i> | Honeydew |
| <i>Old Fashioned</i> | Huckleberry |
| <i>Gin</i> | |

Cuisine Chart

Cuisine charts represent an evolution of taste charts, through an understanding of the story of taste and how it coexists with culture. Taste is often developed and lives through world cuisine. Kerry's global network, culinary and insight expertise allow us to gather and analyze these trends.



Mainstream

TOP 10 CUISINES
FOR THE PAST 5 YEARS

- | | |
|----------|---------------|
| Italian | Greek |
| American | Cajun |
| Asian | Mediterranean |
| Mexican | Southern |

Key

NEXT 15 CUISINES
FOR THE PAST 5 YEARS

- | | |
|--------------|---------|
| French | Creole |
| Southwestern | Tex Mex |
| Chinese | German |
| Cuban | |

Up & Coming

20 FASTEST GROWING
CUISINES FOR THE PAST 3 YEARS

- | | |
|-----------|----------------|
| Spanish | Oaxacan |
| Hawaiian | Sicilian |
| Indian | Israeli |
| Thai | Vietnamese |
| Jamaican | Middle Eastern |
| Korean | British |
| Caribbean | Japanese |

Emerging

TOP 20 FASTEST GROWING
CUISINES LAST YEAR

- | | |
|----------------|---------------|
| Filipino | Brazilian |
| Hungarian | Moroccan |
| Indonesian | Russian |
| Peruvian | Argentinian |
| Ethiopian | South African |
| Malaysian | Lebanese |
| Mongolian | Persian |
| Latin American | Turkish |
| Polish | Egyptian |

Nutrition Chart

Mainstream

TOP 10 NUTRITION DETAILS FOR THE PAST 5 YEARS

- Gluten Free
- No Additives/Preservatives
- GMO Free
- Organic
- High/Source of Protein
- Natural

Key

NEXT 15 NUTRITION DETAILS FOR THE PAST 5 YEARS

- Vegan
- Low/No/Reduced Fat
- High/Source of Fiber
- Low/No/Reduced Calorie
- Low/No/Reduced Cholesterol
- Heart Health
- No Trans Fats
- Vegetarian
- Nut Free
- No Saturated Fat
- No HFCS

Up & Coming

20 FASTEST GROWING NUTRITION DETAILS FOR THE PAST 3 YEARS

- Grain free
- Energy/Alertness
- Digestive/Gut Health
- No Added Sugar
- Wholegrain
- Antioxidant
- Low/No/Reduced Sodium
- Eye Health
- Low/No/Reduced GI
- Probiotic/Prebiotic
- Keto
- Brain Health
- Added Iron
- Weight Management
- Anti-Aging/Aging-Well
- Low/No/Reduced Carb
- Oral Health
- DHA/Omega Fatty Acids
- Hormone Free
- Plant Based

Emerging

TOP 20 FASTEST GROWING NUTRITION DETAILS LAST YEAR

- Immune Health
- Sugar Free
- Brain-Mood Health
- Digestive/Liver Health
- Mental Acuity
- Insomnia
- Skin Health
- Energy & Stamina
- Bone Health
- Joint Health
- Digestive/Liver Health
- Sober Curious
- Low ABV
- Adaptogen
- Nootropics
- Ayurvedic
- Microbiome



Creating a World of Sustainable Nutrition

As the world's leading Taste & Nutrition company, by 2030, we will reach over two billion people every day with sustainable nutrition. Through our company goals and innovative solutions, we're committed to a sustainable future: better for people, better for society and better for planet.

In a holistic approach to taste, we seek to balance our customer requirements with consumer insights and leverage our portfolio of technologies to look for the most sustainable solutions without compromising taste.

We are committed to be the most sustainable taste business in the world.

KERRY



We're here to help you on your taste journey.
Contact us to start your next innovation.

Learn more at [Kerry.com](https://www.kerry.com)