

# Trend Flash

TREND UPDATES | NEW INTRODUCTIONS | INTERESTING CONCEPTS

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## SUMMER SOFT DRINKS

The soft drink category continuously brings new inspiration; from unique flavours to ingredient-led nutrition, consumers look for convenient ways to boost their health, which also tastes delicious! Flavour innovation brings constant development within the category, from seasonal must-haves to trending fruits and flavour combinations; the taste counts. Tropical fruits trend as mango and passionfruit bring the flavours of summer and a dose of vitamin C, and alongside the bold colours, tart and sour fruits combine with fizzy sodas to tingle the senses. Even herbs and spices get thrown in the mix, with for example cardamon, rosemary, and chai.



### Peach fuzz

An influx of peach-flavoured everything is expected to hit the shelves worldwide, with soft drink gaining a head start. Widely consumed fresh, the juicy, super sweet flavour profile can perk up any beverage - and reduce the need for additional sugars and sweeteners.



### Sugar & Spice

And as the saying goes, all things nice! Ginger, cardamon, chai, and Thai spices all offer their warming flavour profiles to bat the colder seasons. Pairing with sweet flavours, say apple or chocolate brings a subtle tone, whereas some go more extreme, and if you're an avid ginger fan you're in luck as beverages get not one, not two, but three doses of ginger!



### Herbaceous

It isn't often we think of herbaceous flavours when we think of soft drinks, yet as the category pushes flavour boundaries, an earthy, and often subtle savoury taste becomes a welcomed addition. Rosemary, often described as presenting a woody aroma pairs with sodas and kombuchas, and sage compliments with fruity tipples.

## Let's Spice It Up!

For this Trend Flash we have used the knowledge of The Food People. A unique global food trends and ideas agency. With this trendy foodnews we would like to bring you the inspiration from around the world. We wish you a happy summer and look forward working together with you again in the new season ahead of us.

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