

#WATTSUP TREND WATCH

## Summer Sips

Can you feel it? Yes, summer is on the way! And the increase in temperature has got us placing our bets on what's going to be the quintessential summer 2022/2023 beverage flavour.

Summer is all about experimentation, excitement and fun. Based on trends seen during the Northern Hemisphere's summer, we're thinking refreshing exotic citrus flavours will reign - think clementine, yuzu and tangerine - as well as florals and botanicals.

And if you like Pina Coladas and getting caught in the rain, you'll be pleased to know that this popular summer cocktail has also made its way back into the limelight. The retro revival continues!

Clementine flavour has grown 86% between 2018-2022 globally. (Mintel GNPD)

Hibiscus flavour has grown 134% between 2018-2022. (Mintel GNPD)

62% of UK category users claim that CSD's with less sweet flavours appeal to them. (Mintel Report)

Fruit flavours account for most of the launches in CSD, reflecting prevalence of citrus, and a decline in classic (e.g cola) flavours. (Mintel Report)



### On the Shelves



Fever-Tree Refreshingly Light Spanish **Clementine** Tonic Water is uniquely refreshing, citrus and subtly sweet. (UK)



New nitro **Piña Colada** from Funkin Cocktails described as having a velvety texture and smooth head. (UK)



Minute Maid Aguas Frescas **Hibiscus** Juice Beverage contains 3% juice and is made with natural flavours. (USA)



**Tangerine Blossom** sparkling water from Aura Bora is naturally flavoured with herbs, fruits and flowers. (USA)



## On the Menu



Starbucks' new **Pineapple Passionfruit** Refresher launched just in time for the Northern Hemisphere summer. (Canada)



Lemon drop martini, using **tangelo citrus** and **yuzu** flavours, at Little Red Door. (France)



New summer lemonade flavours from Shake Shack: **Cherry Hibiscus**, **Strawberry & Mango** **Passionade**. (USA)



**Banana Pudding Shake** introduced by Whataburger. (USA)

Brands will be turning up the beachy vibes this summer, with tropical citrus flavours, exotic botanicals, florals and retro favourites. Whether in juices, sparkling waters, milkshakes or cocktails, summer 2022 - 2023 is set to be characterised by these 'classic with a twist' flavours.

Canned cocktails are proving to be particularly in demand this year. Delivering an abundance of flavour and a high alcohol content, these types of beverages are challenging the low/no trend and are targeting consumers who are not wanting to hold back. Some brands are amping up the excitement even more, combining trendy new flavours with nitro to add texture and build overall experience.

Summer lemonades have been another hit in the USA throughout the summer. Floral flavour combinations continue to make waves in this category, with rose, lavender and elderflower all still common choices in formulations.



## Hawkins Watts Offerings

- ✓ Natural & Synthetic Flavours
- ✓ Natural & Synthetic Colours
- ✓ Essential Oils & Oleoresins
- ✓ Caramelised Sugars



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