



# FLAVORING THE TRENDS

Choosing the ideal flavoring solution to  
capitalize on consumer trends

A WHITE PAPER FROM OSAGE FOOD PRODUCTS



## Using Flavor Systems to Distinguish Trending Products

Everyone talks about food and beverage trends, but few experts detail how to make trending new products stand out. Flavors are the key. When 15 new hydration beverages are launched in the same week, flavors will help determine the winners and losers. In a crowded field of healthy snacks, flavors will compel consumers to choose a product.

This white paper details the top five trends in new product development in the food and beverage industry, and provides specific trending flavors to ensure the velocity of your new product development.

At Osage Flavors, our mission is to create flavors that make a positive impact in your company's products. Our collaborative approach in developing quality flavors ensures you get the exact product you're looking for — every time.

**CONTACT US  
TO GET STARTED.**

[osageflavors.com](https://osageflavors.com)

## THE TREND Healthy Snacking

Millions of words have been published about the “snackification” of the American consumer. Essentially, everyone snacks, everyone snacks multiple times a day and snacking has even encroached on meal time, often acting as a convenient replacement. The snack category has responded to this eating evolution by offering more healthy snacks to balance indulgent favorites.

Bean-flour chips sit on shelves next to potato chips. Healthy seaweed snacks are supplementing pretzels for a more nutritious option. And, nuts and seeds have thrived on their nutritious and indulgent attributes.

### THE CATEGORIES

**Snack Foods:** From meat sticks to ancient grain crackers to alternative flour chips

**Beverages:** Functional, meal-replacement

**Bakery:** Single-serve portions

### FLAVORING THE TREND

Healthy snacking requires flavor solutions with a healthy halo, such as these three flavor platforms:

**Rose & Honey:** Botanicals are on trend, and this combination provides the perfect floral flavor with a hint of sweet honey for added balance.

**Ginger & Lime:** The health halo of ginger has found this flavor profile used in everything from beverages to meat sticks. Combined with lime, ginger provides the perfect spicy and fruity notes to any snacking product.

**Wasabi Apple:** Consumers can't get enough spice, and this flavor profile provides the perfect amount of kick with the familiarity of apple to entice consumers concerned with spice levels.



## THE TREND

# Hydration

Have you consumed your gallon of water today? For years, consumers have been bombarded with information about the importance of hydration. They're finally listening. Hydration products are everywhere (taverns even sell them!), and in every format, from ready-to-drink to ready-to-mix. Every formulation is slightly different, but flavors will impact the difference between success and failure.

### THE CATEGORIES

**Ready-to-drink beverages**

**Ready-to-mix beverages**

**Nutritional and sports supplements**

**Non-alcoholic beverages**

### FLAVORING THE TREND

Pairing a hydration drink with a cocktail flavoring profile plays well for athletes, general consumers and those looking for mocktails!

**Watermelon Margarita:** The perfect hydration drink flavor for a summer offering.

**Hibiscus Sangria:** The use of botanicals in this flavor profile offers the connotation of health.

**Piña Colada:** Do you like piña coladas? Yes!



## THE TREND

# CBD and Cannabis Products

The explosive growth of the CBD and cannabis market has led to rapid new product development that has often yielded products with off notes. The biggest culprit is bitterness, which is inherent in cannabinoids. When developing a flavor system for these products, it's imperative to look at two elements of a flavoring system:

**Flavor Masking:** The first priority is masking off notes and providing a neutral base to maximize the impact of the chosen flavor profile.

**Flavor Enhancing:** Choose flavor profiles that are fun, exotic and delicious to differentiate your products and entice consumers.

### THE CATEGORIES

**Gummies**

**Edibles**

**Beverages**

### FLAVORING THE TREND

**Dragon Fruit:** This tropical fruit combines notes of kiwi and pear.

**Cinnamon Crunch:** Who doesn't love this cereal, and who doesn't want it appearing in their CBD and cannabis products?

**Glazed Donut:** The perfect flavor for the perfect mood.



## THE TREND

# Newstalgia

What's old is new again, but with a twist. The nostalgia trend that dominated during COVID-19 has given way to newstalgia, where nostalgic flavors mixed with new innovation are winning over consumers in foundational products and limited time offers.

### THE CATEGORIES

**Bakery foods**

**Snack foods**

**Confectionery**

**Ice cream**

### FLAVORING THE TREND

The key to capitalizing on the newstalgia trend is starting with a base nostalgic flavor and then adding a twist such as heat, savoriness or fruitiness. Here are three popular nostalgic flavor bases to build on:

**Chocolate Peanut Butter:** A traditional flavor profile most consumers love. Add a touch of heat or saltiness to provide a newstalgic twist.

**Cookie Dough:** This flavor has been used in everything from ice cream to snack foods and even food bars. It's an easy platform to mash up with a tropical fruit accent.

**Apple Pie:** What could possibly make this American classic better? Try complementing this flavor with botanicals.

## THE TREND

# More Protein

America's craving for more protein in everything has perhaps been the biggest trend in the food industry in the last 10 years. It's impacted nearly every category of food too, with high-protein cookies, breads and candies dominating new product headlines. However, adding protein to food and beverage products poses many challenges, especially with flavor.

Earthy and bitter notes can arise when plant proteins are used in a formulation, necessitating the use of masking agents to minimize these off notes, and concentrated flavor solutions to make products tempting to consumer taste buds.

### THE CATEGORIES

**Beverages**

**Bakery foods**

**Plant-based foods**

**Snack foods**

### FLAVORING THE TREND

Osage Flavors' Masking Solutions mask unwanted flavor notes and provide a neutral base for any formulation challenge. Start with flavor masking, then move onto creating the perfect flavor profile, ranging from sweet to fruity to savory.



## **CONTACT US TODAY**

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Our customer service team is waiting to hear how we can help provide you with high-quality ingredients for your food and nutritional products.