



KERRY

2019 Taste Charts US



Kerry, Your Taste Partner

As a leader in Taste, Kerry is on a constant quest to discover and translate the best taste experiences from nature's high quality ingredients.

In this quest, we are committed to guiding our customers on their journey to develop the next generation of tastes that will delight, surprise and excite consumers.

Our Taste Charts represent Kerry's annual review of the food and beverage taste landscape utilizing sales performance, consumer trends, foodservice influences and endorsements from our internal culinary experts to predict tastes for the coming year.

Kerry, going beyond flavor to build an authentic future for Taste.



The aim of our Taste Charts is simple: to provide the industry and our customers with a proprietary view into the flavors and ingredients shaping the Taste market across sweet, beverage, savory and salty snacks.

Methodology

Kerry's Taste Charts methodology has evolved – analyzing point of sale data, product launches and menu penetration as primary sources of data to consider the world of flavors in retail as well as foodservice, in addition to internal insights and industry reports.



Point of Sale Data



Menu Penetration



Product Launches



*Internal Insights &
Industry Reports*

The Lifecycle of Taste

Our predictions date back a decade, and consider flavors and ingredients that are here to stay (Mainstream and Key), as well as flavors and ingredients set to create ripples in the industry (Up & Coming and Emerging).



Mainstream
*Top 10 for the
Last 5 Years*



Key
*Next Top 15 for the
Last 5 Years*



Up & Coming
*20 Fastest Growing
in the Last 3 Years*

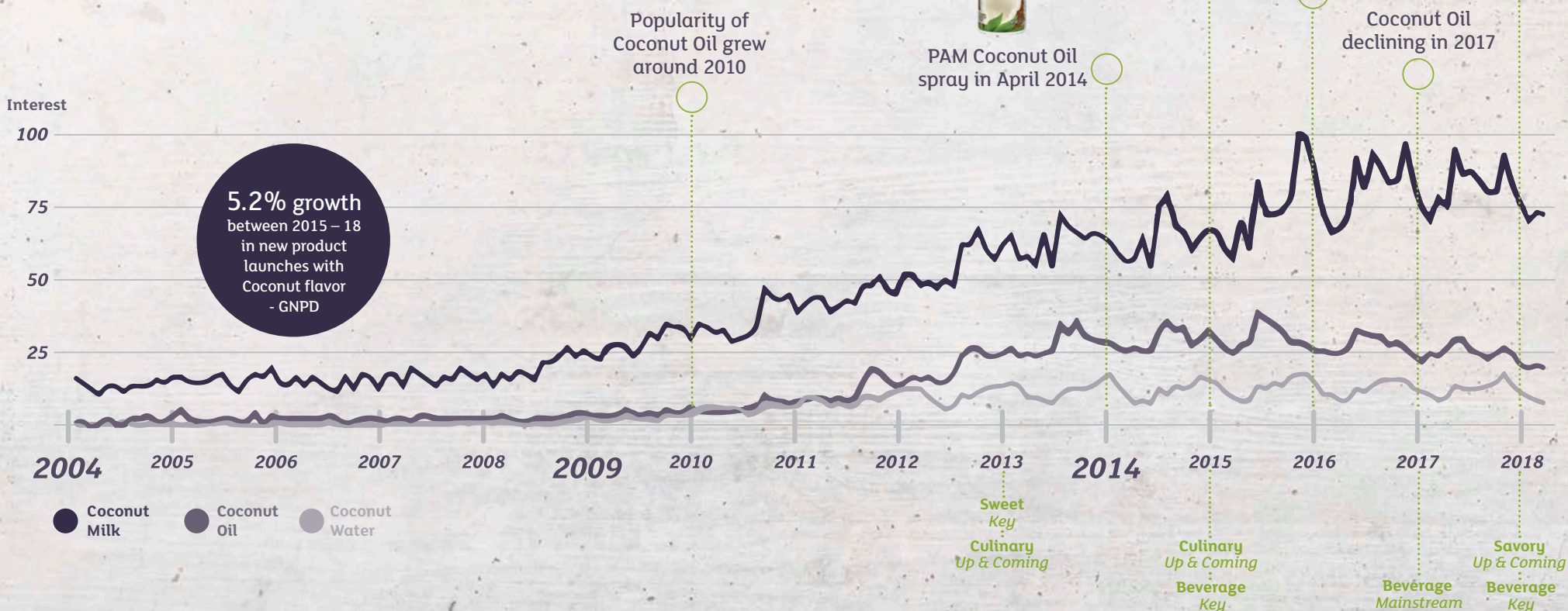


Emerging
*20 Fastest Growing
in the Last Year*

Why do we need the Taste Charts?

THE LIFECYCLE OF COCONUT

At Kerry, we track the growth of taste profiles from market inception to mainstream establishment. Coconut, whose rise in popularity resulted in proliferation of Coconut as a flavor, as well as an ingredient, has also experienced growth via Coconut Milk, Coconut Water and Coconut Oil since 2008. In 2013, it appeared on Kerry's charts as a 'Key' taste in sweet and within 'Up & Coming' in beverage and culinary. Coconut has steadily grown to become a mainstay taste influencer on our charts, with a renewed interest among consumers following the boom of the ketogenic diet.



2019 TASTE CHARTS US Ingredients



Kerry's Innovative Ingredients list for 2019 focuses on ingredients that are making an impact in functional, visual and ingredients used as a healthy alternative.

2019 TASTE CHARTS US

Sweet



Chocolate
Vanilla
Strawberry
Cinnamon
Blueberry
Honey
Peanut Butter
Raspberry
Caramel
Fudge



Banana
Apple
Cherry
Berry
Almond
Coconut
Orange
Cookies & Cream
Brown Sugar
Lemon
Cookie Dough
Hazelnut
Dark Chocolate
Pumpkin
Salted Caramel



Matcha
Meyer Lemon
Bourbon
Chile Pepper
Brown Butter
Champagne
Peppermint
Cardamom
Lavender
Dulce de Leche
Pistachio
Watermelon
Mango
Mocha
Fig
Date
Maple
Cajeta
Sesame
Coffee



Nectarine
Ube
Floral
Chamomile
Rose
Saffron
Basil
Guava
Savory
Miso
Rosemary
Sea Salt
Olive Oil
Bacon
Cheese
Chamoy
Horchata
Buttermilk
Passion Fruit
Cola
Smoke
Ginger
Chai
Wasabi
Agrodolce
Plum

Mainstream

Key

Up & Coming

Emerging

Contact Kerry to learn more | Kerry.com

The superscript letters coincide with their placement on the Taste lifecycle

– K is Key, U&C is Up & Coming, E is Emerging

Kerry Marketing Insights Taste Program 2019. Sweet includes Candy, Confectionery, Cookies, Desserts, Bars, Cereal, Sweet Baked Goods, Spoonable Yogurt, etc.
Taste Charts US © Kerry 2019

2019 TASTE CHARTS US

Salty Snacks



Cheese
Cheddar
Nacho Cheese
Gouda^K
Aged Cheddar^K
Parmesan^{U&C}

Barbecue
Sea Salt
Butter

Chile Pepper
Jalapeño
Chipotle^K
Hatch^E
Ghost Pepper^E
Sour Cream
Onion
Ranch
Smoke
Mesquite^K
Hickory^K
Applewood^{U&C}

Honey
White
Vinegar
Caramel
Garlic
Bacon
Cinnamon
Chocolate
Mustard

Wasabi
Sriracha
Black
Pepper
Peanut
Butter
Salsa
Olive Oil
Buffalo

Chicken
Berry
Mango
Balsamic
Vinegar
Salted
Caramel
Brown Sugar
Apple Cider
Vinegar
Pizza
Himalayan
Pink Salt
Coconut
Teriyaki
Bourbon
Green Onion
Avocado Oil
Apple
Sausage
Sweet Onion
Cajun
Peppermint
Toffee

Lemon
Thai Curry
Rosemary
Pink
Peppercorn
Sesame
Pepperoni
Chai
Gochujang
Truffle
Seaweed
Strawberry
Piri Piri
Korean BBQ
Cranberry
Basil
Vanilla
Maple
Kimchi
Cilantro
Ghee

Mainstream

Key

Up & Coming

Emerging

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Kerry Marketing Insights Taste Program 2019. Salty Snacks include Chips, Popcorn, Meat Snacks, Puffed Snacks, Tortilla, etc.

Taste Charts US © Kerry 2019

2019 TASTE CHARTS US

Savory



Chicken
Garlic
Tomato
Honey
Ranch
Butter

Smoke
Mesquite
Hardwood
Hickory^K
Oak^{U&C}
Applewood^{U&C}
Pecan Wood^E
Cheese
Cheddar
Parmesan
Bleu Cheese^K
Asiago^K
Romano^{U&C}
Mozzarella^{U&C}
Smoked Gouda^{U&C}

Beef
Basil
Maple
Buttermilk
Brown Sugar
Barbecue
Chile Pepper
Jalapeño
Chipotle
Habanero
Poblano^{U&C}
Ancho^{U&C}
Cayenne^{U&C}
Hatch^E
Serrano^E
Ghost^E



Lemon
Buffalo
Ginger
Teriyaki
Sriracha
Dill
Pineapple
Rosemary



Gochujang
Chimichurri
Szechuan
Tzatziki
Himalayan
Pink Salt
Lemongrass
Cilantro
Lemon
Zest
Harissa
Green Onion



Black
Garlic
Bourbon
Miso
Coconut
Tarragon
Mango
Chive
Piri Piri
Truffle
Bulgogi
Finger Limes
Calamansi
Karashi
Baharat
Chervil
Nduja
Sumac
Galangal
Sambal
Oelek
Fish Sauce
Dukkah
Nori
Adobo
Tahini
Berbere
Agrodolce
Za'atar
Togarashi
Beer
Bagoong

Mainstream

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Up & Coming

Emerging

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Kerry Marketing Insights Taste Program 2019.

Savory includes Meats, Meals, Appetizers, Sauces, Dips, Dressings, etc.

Taste Charts US © Kerry 2019

2019 TASTE CHARTS US

Beverages

Dairy & Hot



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Kerry Marketing Insights Taste Program 2019.
Dairy & Hot Beverages include Tea, Coffee,
Nutritional Beverages, Shakes, Hot Cocoa, etc.
Taste Charts US © Kerry 2019

2019 TASTE CHARTS US

Beverages

Water & Cold



Orange	Cherry	Raspberry	Cranberry	Acai	Florals	Spices	Salted Caramel
Lemon	Fruit Punch	Ginger	Black Cherry	Guava	<i>Hibiscus</i>	<i>Cinnamon</i>	
Lime	Berry	Grape	Coconut	Aloe	<i>Elderflower</i>	<i>Cayenne</i>	Beet
Apple	Peach	Pineapple	Tangerine	Dragon Fruit	<i>Lavender</i>	<i>Coriander</i>	Honeydew
Strawberry	Mango	Watermelon	Blackberry	Blood	<i>Rose^E</i>	<i>Cardamom</i>	Kumquat
		Blueberry	Passion Fruit	Orange	<i>Orange Blossom^E</i>	<i>Black Pepper</i>	Date
		Grapefruit	Cucumber	Pear	<i>Honeysuckle^E</i>	<i>Ancho Chile</i>	Hops
		Pomegranate		Mint	<i>Chamomile^E</i>	<i>Juniper</i>	Yuzu
					<i>Jasmine^E</i>	<i>Star Anise</i>	Calamansi
					Apricot	Matcha	Bergamot
					Coffee	Bitters	Chocolate
					Lemongrass	Smoke	
					Meyer Lemon	Celery	
					Prickly Pear	Goji Berry	
					Elderberry	Tamarind	
					Basil		
					Lychee		

Mainstream

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Water & Cold Beverages include Alcohol, Beverage Enhancers, Water, Soft Drinks, Juices, Smoothies, etc.

Taste Charts US © Kerry 2019

The Kerry Difference

OUR PHILOSOPHY FOR UNDERSTANDING
CONSUMER BEHAVIOR AND MARKET TRENDS

Why do customers partner with Kerry to achieve business success in this rapidly changing marketplace?

Because we understand the direction the market is moving and act quickly to help customers bring new and innovative consumer-preferred foods and beverages to life faster and with greater overall consumer value.

As a food company with a built-in flavor house, our approach to creating good taste is unique in the industry. Strengthened by our food heritage, end-to-end expertise, local footprint and vertical integration, our unique know-how enables us to create unique taste and nutrition solutions.

Start your Taste Quest today!



Sustainability at Kerry

At Kerry, sustainability is at the heart of our business. As the world's leading Taste & Nutrition company, we are committed to the highest standards of business and ethical behavior, fulfilling our responsibilities to the creation of long-term value on a socially and environmentally sustainable basis.

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