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.

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).

Contact Kerry to learn more | Kerry.com
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.

Contact Kerry to learn more | Kerry.com
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

Mainstream
- Chocolate
- Honey
- Banana
- Brown Sugar
- Matcha
- Dulce de Leche
- Nectarine

Key
- Vanilla
- Peanut Butter
- Apple
- Lemon
- Meyer Lemon
- Floral
- Ube

Up & Coming
- Strawberry
- Raspberry
- Cherry
- Cookie Dough
- Bourbon
- Pistachio
- Horchata

Emerging
- Cinnamon
- Almond
- Hazelnut
- Chile Pepper
- Brown Butter
- Watermelon
- Buttermilk

- Blueberry
- Coconut
- Orange
- Cookies & Cream
- Dark Chocolate
- Champagne
- Passion Fruit

- Cookies & Cream
- Cookies & Cream
- Salted Caramel
- Peppermint
- Pepper

- Almond
- Coconuts
- Orange
- Cookies & Cream
- Chocolate

- Fudge
- Cereal
- Sweet Baked Goods
- Spoonable Yogurt

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

<table>
<thead>
<tr>
<th>Mainstream</th>
<th>Key</th>
<th>Up &amp; Coming</th>
<th>Emerging</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheese Cheddar</td>
<td>Chile Pepper Jalapeño</td>
<td>Wasabi</td>
<td>Coconut</td>
</tr>
<tr>
<td>Nacho Cheese Gouda</td>
<td>Chipotle Hatch</td>
<td>Sriracha</td>
<td>Berry</td>
</tr>
<tr>
<td>Aged Cheddar Parmesan</td>
<td>Ghost Pepper</td>
<td>Black Pepper</td>
<td>Teriyaki</td>
</tr>
<tr>
<td>Barbecue</td>
<td>Sour Cream</td>
<td>Peanut Butter</td>
<td>Bourbon</td>
</tr>
<tr>
<td>Sea Salt</td>
<td>Onion</td>
<td>Salsa</td>
<td>Green Onion</td>
</tr>
<tr>
<td>Butter</td>
<td>Ranch</td>
<td>Olive Oil</td>
<td>Avocado Oil</td>
</tr>
<tr>
<td>Smoke Mesquite</td>
<td>Caramel</td>
<td>Buffalo</td>
<td>Tomato</td>
</tr>
<tr>
<td>Hickory Applewood</td>
<td>Garlic</td>
<td>Apple Cider</td>
<td>Sausage</td>
</tr>
<tr>
<td>Smoke Mesquite</td>
<td>Cinnamon</td>
<td>Vinegar</td>
<td>Sweet Onion</td>
</tr>
<tr>
<td>Hickory Applewood</td>
<td>Chocolate Mustard</td>
<td></td>
<td>Cajun</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pepperoni</td>
</tr>
</tbody>
</table>

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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

Mainstream

Chicken
Garlic
Tomato
Honey
Ranch
Butter

Smoke
Mesquite
Hardwood
Hickory
t
Oak
Applewood
Pecan Wood
Cheese
Cheddar
Parmesan
Bleu Cheese
Asiago
Romano
Mozzarella
Smoked Gouda

Beef
Basil
Maple
Buttermilk
Brown Sugar
Barbecue

Chile Pepper
Jalapeño
Chipotle
Habanero
Poblano
Ancho
Cayenne
Cilantro
Lemon
Rosemary

Lemon
Buffalo
Ginger
Teriyaki
Sriracha
Dill
Pineapple

Gochujang
Chimichurri
Szechuan
Tzatziki
Himalayan
Pink Salt
Lemongrass
Mango
Cilantro

Black Garlic
Bourbon
Miso
Coconut
Tarragon
Mango

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The superscript letters coincide with their placement on the Taste lifecycle
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Savory includes Meats, Meals, Appetizers, Sauces, Dips, Dressings, etc.
Taste Charts US © Kerry 2019
2019 TASTE CHARTS US
Beverages
Dairy & Hot

Mainstream
Chocolate
Vanilla
French Vanilla
Mocha
Hazelnut

Strawberry
Caramel
Dark Chocolate
Cinnamon
Peppermint

Coconut
Salted Caramel
Ginger
Pumpkin Spice
Lemon
Raspberry
Banana

Berry
Peach
Blueberry
Orange
Almond
Coffee
Mango
Honey

Butterscotch
Bergamot

Chai
Turmeric
Cranberry
Florals
Lavender
Rose
Hibiscus
Elderflower

Cucumber
Passion Fruit
Apple
Maple
Pecan
Sweet Bakes
Cinnamon Bun
Snickerdoodle
Red Velvet Cake
Cheesecake
Cookie Dough
Carrot Cake
Birthday Cake
S’mores

Spices
Star Anise
Chile Pepper
Black Pepper
Ancho
Masala
Basil
Yuzu
Horchata
Chicory
Dates

Dragon
Fruit
Taro
Plum
Honeydew
Melon
Avocado
Blackcurrant
Papaya
Cajeta
Guava

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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. Dairy & Hot Beverages include Tea, Coffee, Nutritional Beverages, Shakes, Hot Cocoa, etc.

Taste Charts US © Kerry 2019
2019 TASTE CHARTS US

Beverages

Water & Cold

Mainstream

- Orange
- Lemon
- Lime
- Apple
- Strawberry

Key

- Cherry
- Fruit Punch
- Raspberry
- Ginger
- Black Cherry
- Cranberry
- Coconut
- Guava
- Acai

Up & Coming

- Mango
- Pineapple
- Watermelon
- Blueberry
- Grapefruit
- Pomegranate
- Blood
- Orange
- Pear
- Mint

Emerging

- Spices
  - Cinnamon
  - Cayenne
  - Coriander
  - Cardamom
  - Black Pepper
  - Ancho Chile
  - Juniper
  - Star Anise

- Salted Caramel
- Beet
- Honeydew
- Kumquat
- Date
- Hops
- Yuzu
- Calamansi
- Bergamot
- Chocolate

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The superscript letters coincide with their placement on the Taste lifecycle.  
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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!

Contact Kerry to learn more | Kerry.com

Taste Charts US © Kerry 2019
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.

Contact Kerry to learn more | Kerry.com