Flavour Trend for Confectionery 2019/2020
Flavour Trends for Confectionery

• Citrus Fruits
  - Blood orange will continue to pop up, along with other citruses such as lemon and yuzu
• Floral Flavours
  - Some examples of floral flavours that are expected to gain traction are rose, lavender, hibiscus and elderflower
• Herbal, botanical & roots
  - Consumers demand for plants, herbs and roots based natural flavours which include ginger, turmeric, lemongrass, and rosemary, maca and moringa

Sources: Thompson, 2019; Siegner, 2018; National Confectionery Association, 2018
Flavour Trends for Confectionery

• Spicy Candy
  - Spicy candy is not a new thing, but the combination of sweet and heat has never been as popular as it is now—or about to be

• Health Halo
  - Confectionery manufacturers are striving to meet consumer demands for indulgent, yet healthy products
  - Other than reducing the total fat and sugar content, combining confectionery treats with healthy ingredient could be a way to create a ‘good for you’ feelings
  - That means more almond, chia, quinoa, berries and cacao nibs, macadamia nuts and pine nuts

Sources: National Confectionery Association, 2018; International Taste Solutions, 2018; Metzger, 2018
Flavour Trends for Confectionery

- **Alcoholic Drinks**
  - Cocktail and alcoholic drinks’ flavours are established in wide range of food application, simply providing a touch of sophistication and indulgence.
  - Some examples of flavours that we will see more are gin, bourbon, champagne and cocktail flavours such as piña colada, margarita or mojito.

- **Coffee & Tea Flavours**
  - Coffee and tea flavour in all its forms will continue to have an impact on the market place, varieties include green tea, rooibos, mocha, cappuccino, latte.

*Sources: International Taste Solutions, 2018*
Market Examples
1.0 Citrus Fruits

Go Naturally’s Blood Orange Hard Candy

No Artificial Flavour & Colour, Preservative Free, Low Sodium

Ingredients: Organic Evaporated Cane Juice, Organic Brown Rice Syrup, Citric Acid, Natural Orange Flavor and Natural Blood Orange Flavor

KitKat’s Blood Orange Chocolate Bar

Torie and Howard’s Blood Orange and Honey Hard Candy

Ingredients: Organic Sugar, Organic Rice Syrup, Non-GMO Citric Acid, Natural Flavors, Colored with: Red Cabbage, Purple Carrots.

Ginger Delights’s Blood Orange Hard Candy

Ingredients: pure cane sugar, ground ginger root, fruit powder, natural flavor, magnesium stearate (vegetable source).
1.0 Citrus Fruits

Dilettante Chocolate’s Blood Orange Truffle Cremes in Milk and Dark Chocolate

Ingredients: Milk Chocolate (sugar, milk, chocolate liquor, cocoa butter, soy lecithin [an emulsifier], vanilla), Dark Chocolate (sugar, chocolate liquor, cocoa butter, soy lecithin [an emulsifier], vanilla), Coconut Oil, White Chocolate (sugar, cocoa butter, whole milk powder, soy lecithin [an emulsifier], natural vanilla flavor), Butter Oil, Natural Flavor, Soy Lecithin, Salt.

Perle di Sole’s Lemon-shaped Lemon Gummies

Made with all the natural flavors and colors of lemons from the Amalfi Coast.

Ingredients: Sugar, Unsweetened Chocolate Processed with Alkali, Cocoa Butter, Blood Orange Solids, Butter Oil (Milk), Emulsifier (Soy Lecithin), Natural Flavor, Red Beet Concentrate.

Godiva’s Blood Orange Dark Chocolate Bar
1.0 Citrus Fruits

YumEarth’s Citrus Grove Organic Vitamin C Drops
Flavours: Blood Orange, Cocktail Lucky Lime, Tickled Pink Grapefruit, Cheeky Lemon
Ingredients: Organic dried cane sugar, organic rice syrup, citric acid, ascorbic acid, natural flavors, black carrot juice from concentrate, black currant juice from concentrate, turmeric, organic annatto.

Peeps Delights Lemon Marshmallow Fudge Dipped Chicks
Ingredients: Marshmallow: Sugar, Corn Syrup, Gelatin, Fumaric Acid, Contain less than 0.5% of the following, Citric Acid, Natural and Artificial Flavours, Gum Arabic, Maltodextrin, Potassium Sorbate (A Preservative), Yellow #5 (Tartrazine), Carnauba Wax.
Lemon Flavored Fudge: Sugar, Palm Kernel Oil, Non-Fat Dry Milk, Whole Milk Powder, Natural Flavour, Lactic Acid, Soy Lecithin (An Emulsifier), Salt, Yellow #5 Lake.
1.0 Citrus Fruits

Kasugai’s Yuzu Gummy Candy

Made with real fruit juice - an intensely flavored, incredibly soft and juicy treat.

Ingredients: Sugar, corn syrup (corn starch, water), sugar, gelatin, yuzu juice, oblate powder (potato, corn, soybean), D-sorbitol, acidulant (citric acid, malic acid, sodium citrate), artificial flavor, coloring (beta-carotene), carnuba wax, emulsifier (glycerol esters of fatty acids, soybean lecithin).

Wana’s Exotic Yuzu Sour Gummies

Ingredients: Sugar, Corn Syrup, Pectin, Citric Acid, Natural Flavoring and Coloring, Sodium Citrate, CBD, THC.

Sweet Enchantment’s All-Natural Japanese Yuzu Rock Candy Jar

Made with real fruit extracts and natural ingredients.
No artificial flavouring, no artificial colouring.

Ishiya’s Yuzu With White Chocolate Mifuyu

2.0 Floral Flavours

Wei Peace’s Lavender Grey Dark Chocolate

Ingredients: Organic 70% dark chocolate (organic cocoa mass, organic coconut blossom sugar, organic cocoa butter), lavender + bergamot essential oils and a hand-collected blend of Lotus WeiTM flower essences that includes lupine, hibiscus, mountain laurel and lotus.

Experience a subtle blend of Dominican cocoa, delicately infused with aromatic French lavender oil

Ingredients: Cocoa mass*, cane sugar*, cocoa butter*, vanilla extract*, lavender oil <1%*. *GB-ORG-05. Cocoa mass, cane sugar, cocoa butter, vanilla extract: Fairtrade certified and sourced from Fairtrade producers. Total 99%. Total 100%.

Peeps’s Lavender Marshmallow Chicks

Seed & Bean’s Organic Fairtrade Lavender Chocolate Bar
Kanro’s Hanayagu Rose Candy
Ingredients: Sugar, Corn Syrup, High Fructose Corn Syrup, Collagen Peptide, Hyaluronate Sodium, Xylitol, Citric Acid, Artificial Flavour, Vitamin C, Tannic Acid, Emulsifier, Vegetable Colour, Xanthan Gum

Chocolate Storybooks’s Rose Cotton Candy
Handmade and packed for freshness

Hartbeat’s Perfume Rose Candy Strawberry Flavour
Sugar Free Candy with Bulgarian Rose Oil in Heart-shaped

Choc Affair’s Raspberry and Rose Milk Chocolate Bar
This rose flavoured chocolate is infused with a subtle hint of tart raspberry, giving it a little twist on a floral classic.
Milk chocolate contains cocoa solids 33.6% minimum, milk solids 20.8% minimum.
2.0 Floral Flavours

Hula Girl’s Hibiscus Konako Candy

Ingredients: Black Sugar, Glucose Syrup, Hydrogenated Palm Oil, Soy Lecithin, Artificial Flavour.

Savor the delightful taste of Hawaiian Hibiscus in these candies.

Bissinger’s Blackberry Hibiscus Gummy Panda

A two-time winner of the coveted Sofi Award (Specialty Outstanding Food Innovation)

Ingredients: Organic Tapioca Syrup, Organic Cane Sugar, Gelatin, Blackberry Powder, Natural Flavors, Citric Acid, Lactic Acid, Color (Purple Berry Concentrate), Ascorbic Acid, Organic Sunflower Oil, Carnauba Wax.

Madre’s Hibiscus Chocolate Bar

Ruby-red Hibiscus flowers infuse a smooth, deep chocolate from the Upala, Costa Rica with their exquisite aroma and tanginess.

2.0 Floral Flavours

Simpkins’s The Botanical Collection - Elderflower Drops

Ingredients: Sugar, Glucose Syrup, Citric Acid, Elderflower Extract (0.7%)

Great tasting, long lasting, mouthwatering refreshment

Ingredients: Isomalt, Acid (Malic Acid), Extracts (0.6%) of Elderflowers And Ricola’s Herb Mixture, Lemon Juice Concentrate, Sweeteners (Aspartame, Acesulfame-K), Natural Flavours, Concentrate (Sweet Potato, Carrot), Menthol, Contains a source of Phenylalanine

A white chocolate truffle with a fresh strawberry puree ganache made with an elderflower gin liqueur and finished with pure strawberry powder

Ingredients: White Chocolate: (sugar, cocoa butter, whole milk powder, emulsifier: soya lecithin, natural vanilla flavouring), cream, glucose syrup, butter (milk), strawberry purée (strawberry pulp 90%, sugar 10%), elderflower gin, dried strawberries, icing sugar.

Ricola’s Elderflower Sugar Free Swiss Herbal Drops
3.0 Herbal, Botanical & Roots

**Reed’s Original Ginger Chews**
Contains real ginger root, Free of Preservatives, Caffeine, Gluten & GMO’s
Ingredients: Sugar, Ginger, Tapioca Starch.

**Gem Gem’s Ginger Candy**
Flavours: Oh, Oh, Orange, Just Ginger, Gimme More Mango

**Briscoes Artisan Jellies’s Genuinely Ginger Jelly**
Ingredients: Bramley Apples, Water, Sugar, Ginger, Citric Acid

**Made by real ginger from Indonesia Java Island**
Ingredients for Just Ginger: Cane Sugar, Ginger, Tapioca Starch

**Landgarten’s Ginger in Dark Chocolate**
Ingredients: Dark chocolate 55% (cocoa mass, cane sugar, cocoa butter, cocoa powder fat-reduced, emulsifier: soy lecithin) crystallized ginger 43% (Cane sugar, ginger) glazing agent (Gum Arabic, sucrose, dextrose) maltodextrine. Cocoa solids in the chocolate 62%
3.0 Herbal, Botanical & Roots

Healthy Delights Naturals’ Turmeric Dark Chocolate Bites

contain 100mg of healthful turmeric

Ingredients: Dark Chocolate [Unsweetened Chocolate, Sugar, Cocoa Butter, Soy Lecithin (An Emulsifier), Natural Vanilla Extract], Cane Sugar, Less Than 1% of Tapioca Syrup, Turmeric Oleoresin (Colour), Gum Acacia, Carnauba Wax.

Theo’s Chocolate Clusters Coconut Turmeric

Ingredients: Cocoa Beans*+, Cane Sugar*+, Coconut*+, Cocoa Butter*+, Crisped Sorghum Flakes*, Crisped Quinoa*+, Low Fat Cocoa Powder*+ (with Ascorbic Acid for color retention), Ground Turmeric*, Ground Vanilla Bean*+.
*Organic.
+Fair Trade Contains 92% Fair Trade Ingredients.

Sweet Enchantment’s All-Natural Rock Candy - Thai Lemongrass
3.0 Herbal, Botanical & Roots

**Pacari’s 60% Lemongrass Organic Chocolate**

*Lemongrass infusion into this chocolate bar makes it the gold standard and a gold winner at the International Chocolate Awards*

Ingredients: Cacao Beans, Evaporated Cane Juice, Lemongrass essence, Sunflower Lecithin, Dairy and Soy Free

**Hoja Verde’s Chocolate 58% Lemongrass + Quinoa**

Ingredients: Chocolate 58%, organic quinoa, lemongrass essential oil.

**The Violet Chocolate Co.’s Honey Rosemary Chocolate**

*Dark Milk Chocolate infused with Alberta clover honey and fresh organic rosemary*
3.0 Herbal, Botanical & Roots

McCrea's Caramels Candy Savoury Sweet Spicy
Flavours: Ginger Fusion, Rosemary Truffles Sea Salt

Vanini’s Dark Chocolate 62% Cocoa with Rosemary
Ingredients: Bittersweet Chocolate (Chocolate Liquor*, Sugar, Cocoa Butter, Soy Lecithin (Emulsifier), Vanilla Extract), Sugared Rosemary (Sugar, Rosemary)
Bittersweet Chocolate contains 62% cocoa content.
*Ingredients from organic farming 43% of the total organic ingredients.

Vega’s Maca Chocolate Bar
Maca also widely known as Peruvian ginseng, an excellent, plant-based source of vitamin B12, providing 70% of your daily value of B12 (cyanocobalamin).

Ingredients: Organic dark chocolate 70% cocoa (organic cocoa mass, organic evaporated cane juice, organic cocoa butter, organic soy lecithin, organic vanilla), organic gelatinized maca root powder
3.0 Herbal, Botanical & Roots

Nanga By Nature’s Nibs Figs Maca Organic Dark Chocolate Bark


Kuli Kuli’s Moringa Superfood Dark Chocolate

Ingredients: Dates, Dark Chocolate, Cane Sugar (Organic), Cocoa Liquor (Organic), Cocoa Butter (Organic), Vanilla (Organic), Almonds, Tapioca Syrup, Moringa, Sunflower Oil (Organic)

Farm Cologne’s Moringa Chocolate with Sea Salt
4.0 Spicy Candy

Skittles’s Sweet Heat Candy

_The Skittles candies mix fruit flavors with a "spicy kick"

Ingredients: Sugar, Corn Syrup, Hydrogenated Palm Kernel Oil; Less Than 2% of: Citric Acid, Tapioca Dextrin, Modified Corn Starch, Natural and Artificial Flavors, Sodium Citrate, Carnauba Wax and Coloring (Includes Yellow 5).

Starburst’s Sweet Heat Fruity Spicy Chews

_Fruity Flavors with a Spicy Kick Flavors: Pipin' Pineapple, Flamin' Orange, Strawberry Mango & Fiery Watermelon

First they're sour. Then they're sweet. Then they're spicy!

Ingredients: Sugar, Invert Sugar, Corn Syrup, Modified Corn Starch, Contains less than 2% of Tartaric Acid, Citric Acid, Natural and Artificial Flavor, Yellow 6, Red 40, Blue 1 and Yellow 1.
4.0 Spicy Candy

Nerds’ Guava and Mango Chile

Intensely flavored, sweet and sour (and just a bit spicy!) crunchy candies in Guava and Mango Chile flavors.

Warheads’s Hotheads Extreme Heat Worms

First, a blast of sour followed by a subtle dash of sweet and then comes a spicy heat.

Ingredients: Sugar, corn syrup, modified corn starch, gelatin, citric acid, lactic acid, titanium dioxide, artificial colours (E102, E110, E133), artificial flavours.

Chocolate Storybook’s Atomic Fire Cotton Candy

Super concentrated, deep cinnamon flavor with a bite!
4.0 Spicy Candy

Chocolate Storybook’s Jalapeño Cotton Candy

Perfect for those who like to turn up the heat!

Sour Punch’s Straws Pineapple Mango Chilli Flavour

Sour yet sweet candy straws with a hint of chili heat

Jelly Belly’s Tabasco Jelly Beans

Ingredients: Sugar, Corn Syrup, Modified Food Starch, contains 2% or less of the following: Tabasco Brand Pepper Paste (Distilled Vinegar, Red Pepper, Salt), Vinegar, Artificial Flavour, Colour Added. Red 40 Lake, Sodium Diacetate, Maltodextrin, Salt, Beeswax. Carnauba Wax, Confectioner’s Glaze.

They're hot, so crazy heat lovers can indulge their spice craving even in their sweets.
5.0 Health Halo

**Almond Joy's Chocolate Almond Coconut Candy Bar**


**Unimat's Kiwi Fruit Super Food Chia Seed Candy**

Ingredients: Sugar, Syrup, Chia Seeds, Kiwi Fruit Juice, Konjac Powder, Grain Fermentation Extract (Cereal Fermentation Extract, Maltodextrin), Papaya Extract (Maltodextrin, Papaya Extract), Acidulant, Flavouring, Colouring (Red Yeast, Gardenia), Sweetener (Neotame), (Including Wheat, a kiwi fruit in a part of the raw materials)

**Alter Eco - Dark Quinoa Organic Chocolate**

*Organic and fair trade Cocoa: 60% minimum.

**Ludwig’s Pine Nuts Chocolate, 38% Cocoa**

Ingredients: Cocoa mass, Sugar, Cocoa butter, Cream powder, Milk powder, Pine nuts, Lecithin, Vanilla
Natierra’s Himalania Dark Chocolate Goji Berries

One of Goji Berries’ superpowers is the beneficial amount of protein and fiber! With 2g of Fiber and 3g of Protein in every serving, Natierra Goji Berries are convenient for adding flavorful superfood into your diet.

Ingredients: Dark Chocolate (sugar, cocoa mass [processed with alkali], cocoa butter, butter oil, soy lecithin, vanilla) dried Goji berries, sugar, tapioca syrup, tapioca dextrin, confectioner’s glaze.

Lake Champlain’s Chocolate Caramel Five Star Bar

Rich caramel is infused with our 72% organic dark chocolate, then mixed with gently roasted cacao nibs and chunks of even more dark chocolate.

Mauna Loa’s Mountains Milk Chocolate Covered Macadamia Nuts

Ingredients: Milk Chocolate (Sugar, Milk, Cocoa Butter, Chocolate, Milk Fat, Soy Lecithin, PGPR, Emulsifier, Vanillin, Artificial Flavour, Macadamia Nuts)
6.0 Alcoholic Flavours

Jim Beam’s Liquor Filled Chocolate Bottles

Savor the combination of velvety chocolate spiked with the smooth flavors of Jim Beam and taste the heat of the South with every sweet bite of these chocolate liquor candy bottles.

These bourbon-filled chocolates real alcohol

The Treat Kitchen’s Gin and Tonic Boiled Sweet Jar

Capturing the zesty, tart flavour of the popular British tipple, these pretty striped hard-boiled candies are a traditional favourite

Ingredients: Sugar, Glucose Syrup, Citric Acid. Bicarbonate of Soda, Flavourings, Colours E102, E142.

Sugarfina’s Champagne Bubbles

Ingredients:
Sugar, corn syrup, corn starch, kosher gelatin, contains 2% or less of the following: citrus pectin, sodium citrate, citric acid, tartaric acid, natural and artificial flavors, color added (titanium dioxide)

Dressed up in tiny white nonpareils, each juicy little bite bursts with the flavors of the finest champagne.
6.0 Alcoholic Flavours

**Chocolate Storybook’s Beer Cotton Candy**

*The typical sweetness of cotton candy is balanced by a hoppy, lager flavouring with a hint of toasted malt, does not contain alcohol*

Ingredients: Sugar, Dextrose, Natural Flavour, Natural Vegetable & Plant Extract (Colour)

**Chocolate Storybook’s Margarita Cotton Candy**

*Tart, sweet, and with a hint of tequila flavor, you’ll pucker up and say "yum" with each mouthful, does not contain alcohol*

Ingredients: Sugar, Natural and Artificial Flavours, Silicone Dioxide (Anti-caking Agent), Yellow 5 Lake, Yellow 5, Blue 1 Lake, Blue 1.

**Jelly Belly’s Cocktail Classics**

Flavours: Margarita, Mojito, Peach Bellini, Piña Colada, Pomegranate Cosmo and Strawberry Daiquiri (Does not contain alcohol)

Ingredients for Margarita Flavour: Sugar, Corn Syrup, Modified Food Starch, Lemon Juice from Pruee, Contains 2% or less of the following: Natural and Artificial Flavors, Citric Acid, Sodium Citrate, Color Added, Yellow 5, Blue 1, Beeswax, Carnauba Wax, Confectioner's Glaze.
7.0 Coffee and Tea

**Boo Boo’s Coffee Cotton Candies**

*Contain only natural colour and flavour, with 0% cholesterol and trans fat*

Ingredients: Refined Sugar, Refind Wheat Flour (Maida), Refined Palm Oil, Glucose, Citric Acid, Gluten

**Bontea’s Japanese Matcha Latte Green Tea Hard Candy**

Ingredients: Glucose, Sugar, Vegetable Oil, Milk Cream (1.48%), Green Tea Powder (1.37%), Unsalted Butter, Natural Identical Matcha Flavour, Salt, Emulsifier Soy Lecithin

**Chocolate Storybook’s Coffee Cotton Candy**

Ingredients: sugar, syrup, water, citric acid, artificial flavor and coloring.

** Accoutrements’ Coffee Candy Canes**
7.0 Coffee and Tea

Daylesford’s Organic Earl Grey Dark Chocolate
Ingredients: Dark Chocolate, Earl Grey Tea (1%), Bergamot Oil (0.04%), Dark Chocolate: Cocoa Mass, Cane Sugar, Cocoa Butter, Fat Reduced Cocoa Powder, Emulsifier (Soya Lecithin*).
*Non-Organic, Dark Chocolate contains 63% Cocoa Solids minimum.

Vosgen’s Vanilla Rooibos Tea Chocolate Bar
45% cacao deep milk chocolate with South African Rooibos tea and tart cherries
*Fair Trade Certified by Fair Trade USA (82% Fair Trade Ingredients).

Diablo’s Sugar Free Cappuccino and Cream Sweets
Ingredients: Sweeteners : Isomalt, Acesulfame K, Water, Cream (7%), Butter, Coffee(0.65%), Glycerine, Emulsifier: Monoglycerides, Flavours, Salt, Colouring : E171, Colouring: E 150, Soya Lecithin, Acidifying Agent: Citric Acid.
7.0 Coffee and Tea

Bali’s Best Espresso Candy

100% natural and made with real Sumatran coffee, Center-filled with rich Espresso

Ingredients: Glucose, Cane Sugar, Glycerine, Coconut Oil, Coffee Extract, Milk Powder, Natural Coffee Flavor, Salt, Caramel.

Bali’s Best Assorted Tea Candies

Flavour: Classic Iced Tea, Citrus Green Tea, Green Tea Latte

Ingredients for Classic Iced Tea Flavour: Glucose Syrup (Tapioca), Cane Sugar, Tea Extract, Natural Tea Flavour, Salt

Eiwa’s Matcha Green Tea Cream Filled Marshmallow

References