



TRENDS THAT MATTER

Consumers Seek
Sensational Experiences



ONE THING IS CLEAR:

today, consumers are hungry for newness and excitement in what they eat and drink.



76% of consumers are excited for new food & beverage trends¹

50% of consumers want more adventurous choices²

The current 'food as entertainment'² outlook means it's never been more important to engage the senses to capture—and hold—consumers' attention.

Engaging the Senses

Brands can use **sensory enhancement and multi-sensorial experiences**^{2,3} to create the newness, excitement and sensory stimuli that consumers look for in the 'experience economy'.⁴

Today, successful products must appeal to multiple senses.

FLAVOR PAVES THE WAY

As always, the taste experience is paramount, with consumers on the lookout for new, innovative flavors:



75% of consumers prefer new and unusual flavors in their food and drinks⁵



50% find new flavors to be healthier than the tried-and-true⁵



Whether bold, sweet or savory, **dual or contrasting flavor combinations** can capture consumers' interest in one bite or sip.



83% of snack consumers prefer bold flavors⁵



20% like both sweet and savory bars⁵

Taste is non-negotiable and flavors work magic in a variety of ways. Brands can pique consumers' interest with 'new' taste profiles that borrow flavor trends from adjacent categories⁶ such as a 's'mores-flavored' snack bar. Attention-grabbing lavender, açai, basil and other **innovative flavors can announce new functional benefits** such as improved mood and well-being when expanding product lines⁷ or **signal enjoyment** with indulgent, dessert-inspired concepts like birthday cake or chocolate mousse.⁸

Color Catches the Eye

Appealing color is a visual cue for great taste. Eye-catching color that is true to flavor innovation enhances appeal and interest. Color brings products, especially beverages, to life.

Adding color to a beverage is a great way to increase sensory appeal and ensure it looks true to flavor, particularly with fruit-flavored products.⁹



TEXTURE TAKES THE STAGE

Texture goes hand-in-hand with flavor to influence consumers' purchase decisions.

7 in 10 global consumers say: Textures give food and drinks a more interesting experience²

Texture possibilities are endless, from distinct layers with contrasting attributes to texture blends that combine smooth, creamy and crunchy together, all in one bite.

Ingredients can play a starring role in terms of texture. And, inclusions do it all: they provide visual appeal and an indulgent sensory experience, often along with functional benefits.



Indulgent



Experiential




Functional



**FUDGE BROWNIE
WELLNESS CRISP**

Decadent creamy, fudgy fondant layer which tops a tasty middle layer and crispy bottom, for a multi-sensory, indulgent experience.



**BLUEBERRY
OAT DRINK**

Real, dried blueberry and oat inclusions deliver an appealing appearance and unique drinking experience in this delicious, high-protein shake.

Texture is also tied to permissible indulgence, making 'healthy' snacks more appealing:

3 in 4 global consumers say: Textures make food and drinks more indulgent³

INNOVATION & EXECUTION

Nellson is with you from concept to creation, whether you have a new concept, want to grow your offerings, or want to refresh, reimagine or level up your existing bar or powder.



Our new Formulation Library and Specs Hub (FLASH) system also helps smooth your path to market with formula versioning, regulatory compliance, audit reports and customized reporting.



We make it happen with the industry-leading in-house R&D expertise, 60+ years of experience and capabilities to support your market opportunities, as well as the quality standards, supply chain and responsible sourcing to contribute to your success.

**Let's get started, today!
Contact Us**

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SOURCES

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- ⁸ Snack, Nutrition and Performance Bars - US - 2023 - Mintel
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