

SEASONAL CHOCOLATE Flavors

What do seasonal chocolate flavors mean to the industry:

- > **Timeless: Certain flavor profiles not always associated with specific holidays:**

- > **These flavors are “universal” and apply all year round.**
 - Caramel
 - Almond
 - Hazelnut
 - Coffee
 - Raspberry

Holiday versus specific seasons



> **Seasonal chocolates do not always have seasonal flavors**

- Change in packaging, shapes and positioning only

> **Spring Chocolate:**

- Made with strawberry or blueberry flavor notes
- Not a large trend so far

> **Autumn Chocolate:**

- Made with Pumpkin Spice flavor notes

> **Winter Chocolate:**

- Made with Mint or Clove flavor notes

> **Overall, there are no flavors that stand out as being “exclusive” to one specific holiday or season**



Hershey's Kisses St. Patrick's Day Crème De Menthe — dark chocolates with a mint cream filling - decorated with shamrocks and green hats to celebrate St. Patrick's Day.



Hershey's Kisses Pumpkin Spice Chocolates features a pumpkin spice swirl cheesecake pie recipe.



Gubor: Whole Milk Chocolate Apple:
Features fresh lemon and lime flavor.
(Austria)



Frey: Winter Bouquet Chocolate:
Milk chocolate with a creamy
apple, raisin and cinnamon
filling. (Switzerland)



Ritter Sport: Special Edition Chocolate for Spring. Package decoration with daffodils conveys theme. (May 2010 – Poland)



Unique bean-to-bar, artisan chocolates organic fair traded ingredients: Seasonal Winter Varieties. December 2009 (Austria)

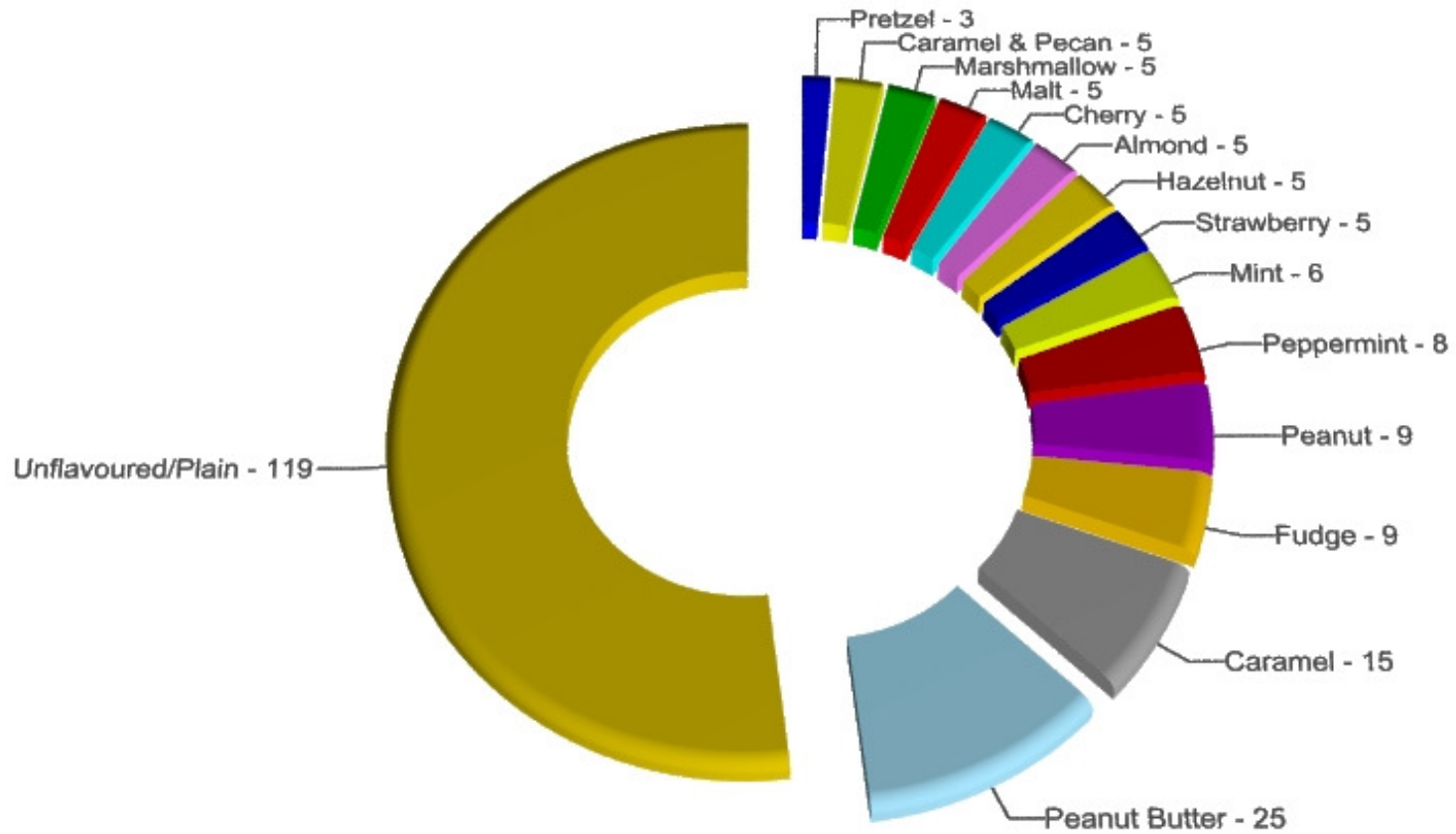
- Banana Cinnamon
- Sesame
- Spicy Sheeps Milk
- Cherry Almond
- Pumpkin Seed



**Moonstruck Chocolatier: FLAVORS OF FALL
November 2009. Truffles:**

- Pfeffernusse spice
- Pumpkin pie
- Harvest almond praline
- Caramel apple
- Pumpkin seed marzipan
- Pecanette
- Molasses plantation
- Maple walnut mousse
- Nutmeg

Seasonal Chocolate Flavors (Number of Variants)



2007 – 2010 Seasonal Chocolate Flavors

FLAVORS	2007	2008	2009	2010
Unflavoured/Plain	161	254	79	85
Peanut Butter	30	29	19	15
Caramel	22	28	16	7
Multiple Flavour	8	20	13	2
Raspberry	14	14	5	2
Peppermint	17	7	9	0
Mint	15	10	5	3
Almond	9	11	7	1
Peanut	5	6	8	4
Marshmallow	8	3	9	2
Fudge	5	5	8	3
Strawberry	9	4	2	5
Vanilla	2	8	6	2
Coconut	1	7	7	2
Malt	2	5	2	4
Total Sample	325	460	197	160

Symrise, always inspiring more...

FUTURE TRENDS

Seasonal Chocolate

Exotic Flavors

> Chocolatiers are becoming more and more creative

- Chili
- Wine
- Goat cheese
- Olive oil
- Pop rocks

> Regions influencing flavors

- **Washington – Pan-Asian flavors**
 - Wasabi
 - Plum
 - Sesame



Exotic Flavors

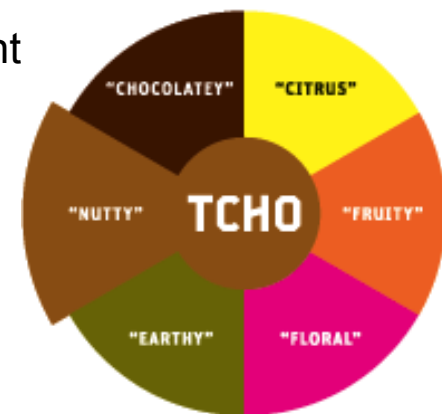


> Handcrafted Chocolates – Vermont-based Lake Champlain

- Aztec – cayenne / cinnamon mix with lime
- Ethiopian coffee
- Ginger Lemon
- Honey fig
- Mango

> Scientific experimentation: TCHO of San Francisco

- Products classified by “Flavor Wheel” not cacao content
 - Citrus
 - Earthy
 - Nutty
 - Floral
 - Fruity



Exotic Flavors: **FRUIT**

- > **Kaffir Lime**
- > **Yuzu**
- > **Mangosteen**
- > **Preserved Lemon**
- > **Lychee**
- > **Plums**
- > **Figs**
- > **Tamarind**



Exotic Flavors: **BOTANICAL / SPA**

- > Cardamom
- > Rosewater
- > Lavender
- > Jasmine
- > Hibiscus
- > Green tea
- > Chai tea
- > Lemongrass
- > Ginger
- > Cucumber
- > Anise



Exotic Flavors: **SAVORY**



- > Olive Oil
- > Balsamic Vinegar
- > Chipotle
- > Wasabi
- > Sea Salt
- > Basil
- > Thyme
- > Sage
- > Rosemary
- > Panko



Symrise, always inspiring more...