## **Flavor**

Sneak a peek at the future of flavor

of consumers like to try new flavors from time to time

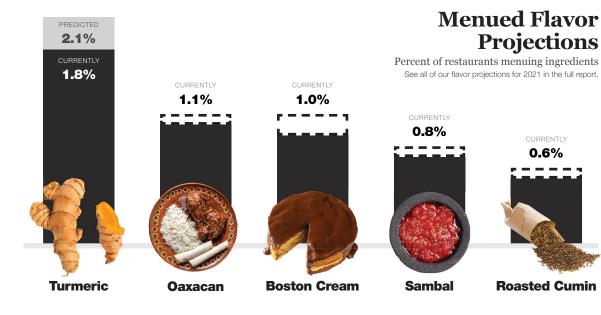
of consumers define a new or

unique flavor as one they have unique twist on a never had before familiar flavor

61% of consumers are very likely to try new flavors at dinner, more than any other daypart

of consumers define a new or unique flavor as a

## **Most Appealing Sparkling** Water Flavors See percentage of responses and many more categories in the full report. **LEMON** STRAWBERRY



0.6%