

# From pairings to the unexpected: What's driving flavor innovation



We believe tomorrow's flavor innovations will continue to pull on the thread of unexpectedness by playfully combining familiarity and uniqueness—think furikake-sprinkled sweets, savory sparkling waters, blue cheese cheesecakes or herb-infused coffees. Foods and beverages grounded in natural flavors connected to real foods will be particularly likely to resonate.

**21%**



of consumers seek unusual flavors or textures from premium products

**50%**



of those, say unusual flavors/textures are worth paying more



**Gorilla Brewing's**  
Kimchi Beer is made with cabbage, radish and chili powder



**Pringles'** limited-edition chips feature the flavor of meat braised with **Miller Lite** beer; varieties include Beer Can Chicken, Beer-Braised Steak and Grilled Beer Brat



**Raaka** makes premium chocolate bars in flavors including Pizza Sauce

Source: *Ideas in Food 2026* and *Premiumization and Everyday Value(s) 2025*