

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



Raaka makes premium chocolate bars in flavors including Pizza Sauce



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

Source: [Ideas in Food 2026](#) and [Premiumization and Everyday Value\(s\) 2025](#)