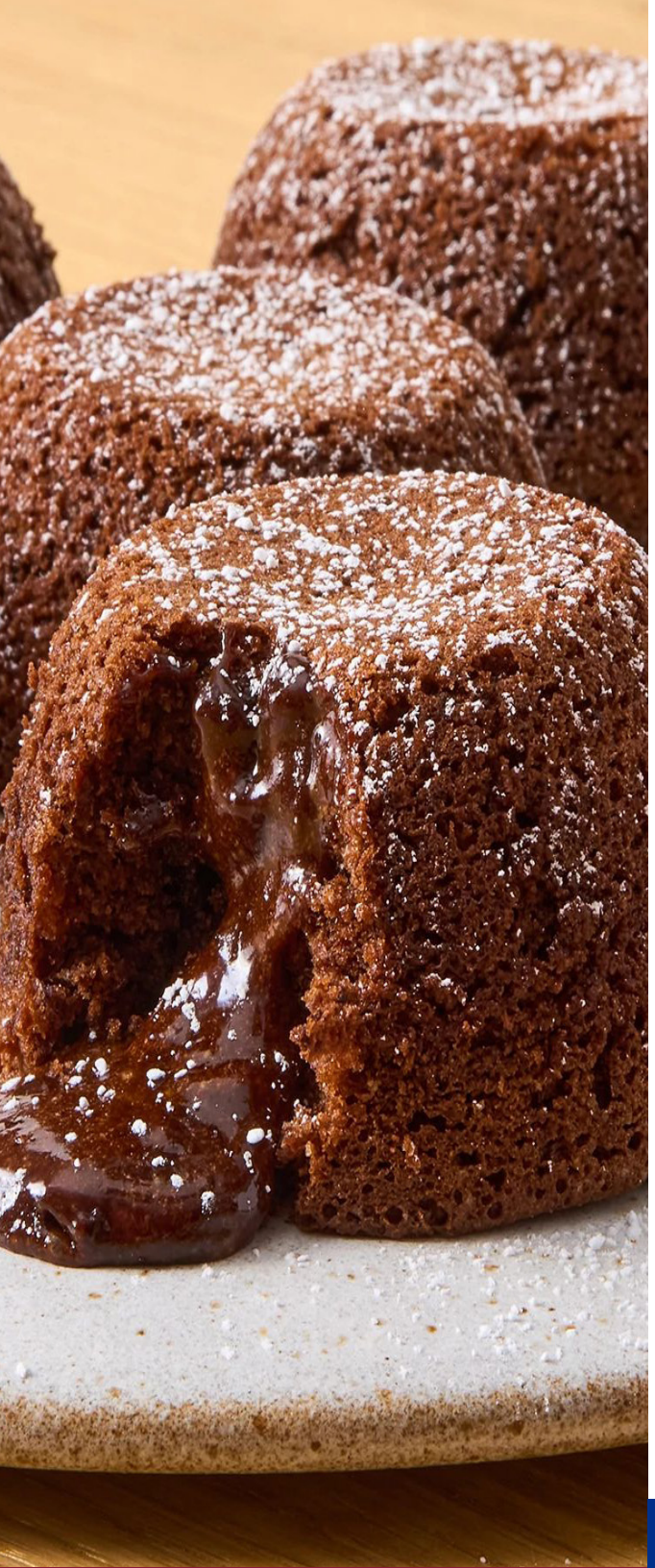


Chocolate Plus

Chocolate's complex flavor profile can take on different characteristics depending on the type of chocolate and the flavors paired with it. **Chocolate Plus** explore five flavor camps designed to enhance, complement and build upon chocolate's most recognizable attributes. From creamy and indulgent to dark and complex, these profiles offer new ways to add depth and dimension to a familiar favorite. Boost your innovation by incorporating one of our five **Chocolate Plus** profiles into your product.



Spiced Chocolate

Complement rich chocolate with warm sweet brown spices like cinnamon, nutmeg, clove, and cardamom. These aromatic notes add warmth and complexity to the profile.



Milk Chocolate

Embrace the familiar sweet and creamy qualities of milk chocolate. Dairy and milky notes soften the cocoa profile to create a smooth and approachable taste.



Dark Chocolate

Bring out the deeper, more intense qualities of chocolate. Rich cocoa and roasted notes enhance chocolate's characteristic bitterness to create a bold profile.



White Chocolate

Highlight the sweet, creamy qualities of white chocolate. Rich dairy, vanilla, and buttery notes create a smooth indulgent profile with a delicate character.



Creamy Chocolate

Enhance chocolate with rich cream and dairy notes to create a smoother, more rounded profile. Creaminess softens chocolate's sharper cocoa notes while adding richness and indulgence.

McCormick Flavorsolutions

Boost your innovation with Chocolate Plus flavor.
Contact us or click to request a FREE flavor sample.

Chocolate Plus:

Spiced Chocolate

Turn up the heat on a classic favorite. Warm spices like cinnamon, cardamom and ginger can complement chocolate's roasted notes, while chile brings a subtle kick that creates contrast and intrigue. Spice can also help shape the overall character of chocolate, bringing cozy warmth to sweeter profiles or adding depth to darker, richer varieties. From comforting and familiar to a little more adventurous, these pairings unlock another side of chocolate while keeping its familiar indulgence at the center. A spiced chocolate flavor works beautifully when trying to achieve profiles like Mexican hot chocolate, cinnamon cocoa, chocolate chai, spiced brownie, and more!

As seen in market

1. Goya introduced Mexican Chocolate Pudding with Cinnamon, pairing rich chocolate pudding with cinnamon for a warm, spiced take on the classic dessert. November, 2024

2. General Mills introduced Cinnamon Toast Crunch Mexican Hot Chocolate, a limited edition cereal combining its signature cinnamon flavor with notes of cocoa and chili. December, 2024

3. Stache Chocolate introduced Her Name Is Lola, a 65% dark Mexican chocolate bar with passion fruit, pineapple and spice. June, 2026









"Adding a **spiced note** of any variety is an opportunity to simultaneously differentiate and elevate an application. "

Madison Pryshlyak, Scientist II

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Chocolate Plus:

Milk Chocolate

Can there ever really be too much chocolate? Milk chocolate brings classic sweet, rich chocolate flavor, but it doesn't have to stand alone. Layering milk chocolate into an already chocolate forward profile can turn up the indulgence and create even more chocolate impact. Pair it with cocoa, chocolate chips, frosting, fudge and other chocolate notes to build everything from double and triple chocolate to decadent bakery inspired creations. Whether starring as the call out flavor or working behind the scenes to amplify another chocolate note, milk chocolate can bring greater richness and dimension to baked goods, frozen desserts, confections and more.



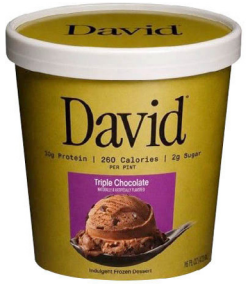
As seen in market

1. Junkless Double Chocolate Chewy Granola Bars layer cocoa and chocolate chips with milk chocolate flavor for a double chocolate experience in a chewy whole grain bar. May, 2024

2. David introduced Triple Chocolate Indulgent Frozen Dessert, layering milk chocolate flavor into a chocolate ice cream base studded with chocolatey flakes and ribboned with chocolate swirls. June, 2026

3. Quest Bake Shop Chocolate Frosted Donuts pair a vanilla flavored cake center with chocolatey frosting and milk chocolate flavor for an indulgent bakery inspired treat. October, 2025







"When you combine milk and chocolate, you get the best of both worlds: **the complexity and bitterness** of chocolate tempered by the **light creaminess** of dairy. Use it with **bitter flavors** like tea or coffee to temper their strong flavors, or with **other sweet brown flavors** like caramel and peanut butter to add interest and variety."

Tara Overland, Scientist II

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Chocolate Plus:

Dark Chocolate



There's chocolate, and then there's chocolate with depth. Dark chocolate brings a rich, cocoa-forward profile that can range from smooth and indulgent to roasted and slightly bitter. Leaning into cues like fudge, mocha and cocoa can build on that depth, creating a more complex chocolate experience without losing the familiarity consumers know and love. From confections to desserts and baked goods, beverages and more, these darker profiles can stand on their own as the callout flavor or add richness and sophistication to a more layered product.

As seen in market

1. Trader Joe's introduced Hot Fudge Sundae Confectionery Coated Almonds, featuring hot fudge sundae-flavored chocolate. *July, 2026*

2. Bettergoods launched a Dark Chocolate Mocha Nut Bar, pairing almonds, hazelnuts, and cashews with real dark chocolate and a mocha twist. *September, 2025*

3. Koia introduced Cocoa Cereal Plant Based Shake, a creamy, cocoa-forward shake delivering a nostalgic cereal-inspired experience. *July, 2026*







"Using a dark chocolate flavor to add a **touch of bitterness** can be a great addition to many sweet goods, as it can complement the other flavors and balance them from being perceived as too sweet."

Madison Pryshlyak, Scientist II

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Chocolate Plus:

White Chocolate



Creamy, sweet and endlessly versatile, white chocolate brings something different to the chocolate experience. Its smooth, milky profile can soften the tartness of fruit, complement toasted and nutty flavors, or add another layer of indulgence to already-familiar favorites. White chocolate also provides an approachable base for flavor exploration, allowing everything from fruit and nuts to marshmallow and more to shine alongside it. The result can be comforting and familiar or something entirely unexpected, giving white chocolate plenty of room to inspire across applications.

As seen in market

1. Tate's Bake Shop brought White Chocolate Macadamia Nut Cookies back to its lineup, bringing creamy white chocolate chips together with buttery macadamia nuts. *February, 2026*

2. Bubbies gave a fruit-forward favorite an indulgent twist with Raspberry White Chocolate Mochi Ice Cream, finished with a white chocolate drizzle. *October, 2025*

3. LesserEvil leaned into sweet nostalgia with White Chocolate Marshmallow Popcorn, a limited-edition take featuring white chocolate and marshmallow flavor. *October, 2024*







"The often-debated white chocolate is more about **creaminess and indulgence** than it is your classic cocoa flavor. Use it with **sharp and tart flavors** like passionfruit and lime to contrast and show off its creamy richness!"

Tara Overland, Scientist II

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Chocolate Plus:

Creamy Chocolate

What makes chocolate even more craveable? A little creaminess. Creamy chocolate builds on the familiar richness of chocolate with a smooth, velvety profile that can soften intensity and create a more rounded eating experience. From frozen treats and bakery to beverages and confections, creamy chocolate can stand on its own as an indulgent flavor or work alongside fruit, coffee and other familiar favorites to add richness and dimension. The result is an approachable profile that delivers all the comfort of chocolate with an extra layer of smooth, creamy indulgence.

As seen in market

1. Jolly Llama introduced Frozen Raspberry Chocolate Cream Snack Bites, pairing raspberry with a creamy chocolate center for a fruity, indulgent frozen treat. *June, 2026*

2. Smarter Snacks combines its Protein Pancake with a smooth chocolate cream filling, bringing creamy chocolate indulgence to a protein-forward snack. *December, 2024*

3. Starbucks brought chocolate cream to cold brew, pairing smooth coffee with cream and chocolate flavor for a rich, ready-to-drink experience. *March, 2024*









"Adding a creamy note to a chocolate flavor is a great way to **enhance the overall mouthfeel** of the product, and can contribute to **increased dairy perception**. It is especially helpful when the **dairy allergen** needs to be avoided."

Madison Pryshlyak, Scientist II

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