



Flavor Spotlight

Graham Cracker

Graham crackers are a beloved American staple—best known as the foundation for pie crusts and cheesecakes, and of course, the key ingredient in s'mores. This sweet cookie delivers a distinctive flavor profile rooted in whole grain wheat flour, layered with the rich sweetness of molasses or honey and warm brown spice notes.

As a familiar flavor with comforting nostalgia, there is an opportunity to elevate it to a star profile in applications. Incorporate it into cakes and other bakery creations, sweet spreads, yogurt, confections, and nutrition bars. It can even lend a fun twist to coffees and cocktails.

From our experts

“Consumers are drawn to the flavor of graham cracker for its honeyed brown notes and comforting familiarity. What makes graham cracker flavor especially exciting is its versatility—its profile seamlessly complements a wide range of beloved desserts, extending far beyond classic applications.”

Gina Walter, Associate Product Manager

A **Graham Cracker Type Nat** is featured in the coating of a **Key Lime Pie Bar** demo as well as a **Toasted S'mores Ice Cream** demo.



76%
of U.S. consumers
love or like GRAHAM
CRACKER.
Datassential, 2026

 **Flavor**solutions

Contact us or [click](#) to request a **FREE GRAHAM CRACKER** flavor sample.