



FLAVOR FORECAST 2026

Opportunities in the Food & Beverage Space:

Simple to Spectacular

In a digital-forward world, consumers are discovering beauty in the basics – reconnecting with real ingredients and garden-inspired flavors. As we navigate a world that feels overstimulating, consumers are finding joy in slowing down—gardening, cooking from scratch, and turning simple ingredients into deeply satisfying taste experience. They are seeking flavors that make them feel grounded yet elevated, nourishing both body and soul.

Themes:

Fruit Preserve Flavor | Full Fat Flavor | Savory & Herbaceous

OUR PREDICTION: an increased focus on wholesome ingredients and humble yet bold, earthy, and deeply satisfying flavors.

Trend Bite

Fruit Preserve Flavor

As consumers embrace gardening and scratch cooking, fruit preserve-inspired flavors are gaining popularity. With their cooked fruit and warm brown notes, these sweet yet simple profiles evoke seasonality and homemade charm. They suit both sweet and savory applications, as people rediscover jammy, tangy tastes in modern formats like cocktails, sparkling beverages, glazes and more.

Translated into taste by our experts:

+102%

increase of searches for STRAWBERRY RHUBARB syrup on Amazon, '24 vs. '25



Strawberry Rhubarb Pie

Ice Cream: Our Product Development (PD) team reimagined the classic springtime pie with a **strawberry rhubarb flavor** applied to creamy ice cream. The result is a sweet, jammy, and tangy treat that delivers the comforting taste of homemade pie in every spoonful.



PB and J Cake with Black Currant Sauce:

Inspired by the classic sandwich but prepped and built like a coffee cake, this dessert recipe is simply spectacular. It features a tart black currant jelly center and sauce and a peanut streusel.

Full Fat Flavor

The use of full-bodied fats is gaining acceptance for their specific character, mouthfeel and flavor. The 2026 *Dietary Guidelines for Americans* places an emphasis on full-fat dairy which is opposed to previous guidance. Butter, tallow, and olive oil are gaining popularity, not just for richness but for the way they ground a dish and add satisfying depth.

Translated into taste by our experts:



Black Garlic Olive Oil Popcorn: Culinary-inspired popcorn featuring the umami-forward **flavors of black garlic and parmesan**, balanced by the fruity complexity of **olive oil**. An **Optify™ mouthfeel enhancer** enriches the texture for a full, satisfying taste experience.



#NationalBrownButterDay was established in 2024

Brown Butter Tomato & Herb Fried Orecchiette: This snackable pasta delivers real meal satisfaction, featuring a rich **seasoning blend of brown butter and roasted tomato flavors**, complemented with aromatic herbs including basil, oregano, parsley, and dill.

Trend Bite

Savory & Herbaceous

Celebrated for their fresh, green, and savory notes, herbaceous flavors satisfy the growing desire for familiar yet flavorful ingredients. Rooted in simplicity, this trend embraces what's seasonal and sincere—letting natural ingredients shine. From-the-garden profiles feel rustic and comforting while remaining vibrant and offer innovation opportunities for meals, sauce,s snacks and more. Herb-infused beverages, especially gin, are also on the rise, with house-made varieties showcasing herbs like dill, fennel, and parsley to create distinctive, one-of-a-kind drinks.

Translated into taste by our experts:



Dill & Lemon Butter: To craft a vibrant compound butter, our PD team infused it with **lemon and dill flavors**, adding a bright citrus tang and fresh herbaceous notes that perfectly complement the creamy richness of butter.



Pickled Veggie Toasts: This recipe from our chefs is a wonderful way to put a surplus of homegrown veggies to delicious use. Crusty sourdough and sweet, herby ricotta form the base, topped with tangy pickled carrots and tomato confit for fresh flavor and color.

70%

of individuals aged 18 to 35 are passionate about gardening.

My Journal Courier



Green Apple Agua

Fresca: Agua fresca is a light, refreshing, non-alcoholic drink popular in Mexico and Central America. The take from our culinary team is made by juicing apples, grapes, cucumbers, and lemon together with romaine, and adding dill, fennel seed, salt, and club soda.

The Takeaway

As we navigate an innovation-forward world that feels increasingly fast, artificial, and overwhelming, food and flavor offer a grounding connection to something authentic and real. Nature inspired profiles as well as those that signify care and craft can deliver simple, yet spectacular flavors to your innovation. Also, as clean-label demand grows, we offer clean and natural flavor solutions tailored to your brand. No matter where you are on the clean continuum, our expertise ensures great taste—never compromised.

[Click](#) to learn more about the McCormick 2026 Flavor Forecast® and check out all of the *Simple to Spectacular* recipes.

Ready to translate trends in tastes?
We've got you covered.

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FREE flavor sample

