

The logo features a circular sunburst icon composed of small, colorful dots in shades of blue, green, and red.

**Natural
Products**
EXPO WEST®

2024
TRENDS RECAP

The Flavor Producers Difference

For over four decades, Flavor Producers has been expertly crafting natural and organic flavors. We're renowned for our creative spirit, industry-leading order fulfillment, accessible minimums, and a wide array of delicious options, making it easy for our customers to succeed.



INDUSTRY LEADING ORDER FULFILLMENT

Best in Class
9 - Business Day Lead Time on Liquid MTO Deliveries

Rütz TrüBrüz
Unique Transparent Technology



OVER 5,000
Organic Certifiable Flavors in our Library

OVER 40 YEARS
As Pioneers in Plant-based, Natural and Organic Flavors



TRANSPARENT & TASTEFUL TECHNOLOGY INVESTMENTS

Supported by Extensive Regulatory & Sensory Experience



INDUSTRY LEADING ORDER FULFILLMENT
Best in Class MTO Deliveries



100+ YEARS
of Plant-based Flavor, Extract & Essence Expertise



CALIFORNIA GROWN

Founded in Los Angeles in 1981, Flavor Producers expanded to 3 U.S. production sites and 3 R&D centers in North America



Leader in the Taste of Vanilla from Natural extracts to Organic Flavors

Peelz Oatz

Rooted in Nature Flavor Delivery Options



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Macrotrend Platform

Next Instore embodies the macro trends that drive innovation and inspire new product development in the food and beverage industry. Flavor Producers specialize in creating natural, organic, and transparent flavor options, crafted to enhance the sensory experience and cater to consumer preferences.



A Better Us

We all strive for self improvement, so let's start with what sustains us. From organic offerings to clean and clear labels, sustainable packaging and beyond, the food industry is adapting to consumer demand for more personalized and sustainable options.



Borderless Taste

Taste has gotten bigger as the world has gotten smaller. Thanks to improvements in global communication along with consumers access to exotic ingredients, cooking techniques and recipes the flavors of the world are more available than ever.



A Growing Palate

Basic taste has grown up. Flavor profiles that were once avoided or thought too niche for large brands have surprised the market and found commercial success. Taste profiles like bitter, sour and umami, that were once an afterthought, are now active discussions in new product development.



Toying With Emotions

The integration of online culture and social media has changed the way consumers are interacting with food. Food and drinks that appeal beyond taste and onto an emotional, visual or creative level are flooding social media and in return expanding into foodservice and then landing in retail spaces.



A Little Off-Base

As functionality continues to change the food and beverage landscape, it has carved an expanding path of consumer flavor interaction and acceptance. The rise of "alternative" products has evolved flavor masking into flavor mimicking finding flavor optimization to fill in the gaps of new products.

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Natural Products Expo West 2024

Natural Products Expo West stands as the dynamic hub for discovering emerging trends in the realm of natural food and beverage. Year after year, both established players and up-and-coming brands unveil their latest innovations, vying for recognition in the ever-evolving landscape of the food and beverage industry.

With an impressive lineup of over 3,000 vendors and a bustling attendance of over 65,000 individuals, navigating the event can feel like a monumental undertaking. Fortunately, we've curated a comprehensive list highlighting the most noteworthy trends and developments from this year's expo, streamlining the process for you.



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Adult Alternatives

The adult alternative beverage market thrived at NPEW, with a plethora of emerging brands and innovative offerings spanning the show floors. Amidst this rapid expansion, a discernible pattern emerged: brands are now gravitating towards two distinct approaches—cocktail-centric and functionally intricate. This delineation reflects a slight maturation within the market, where brands are strategically aligning with either a focus on refined mixology or delivering beverages with multifaceted functionality

Key Observations

- Mood based function
- Adjacent Bases (Tea)
- RTD format
- Regionality

A Better Us



A Growing Palate



A Little Off-Base



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Adult Alternatives: Mood Focused

Recess: functional alcohol replacement drinks



Hiyo: functional social tonics



Moment: meditation drinks



Kin Euphorics: non-alcoholic functional beverages and spirits



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Adult Alternatives: Cocktail Forward

Mockly: New Orleans inspired booze-free cocktails

Luna Bay: kombucha and tea Mocktails

Parch: non-alcoholic agave cocktails

Figlia: non-alcoholic aperitivo

Kul Mocks: women owned mocktails

TÖST: sparkling alcohol-free beverages



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Spore Overload

The mushroom movement is flourishing, as brands harness the rich taste, unique texture, and versatile functional properties of mushrooms to pioneer and redefine categories across food, beverage, and supplements. Notably, functional mushrooms have transcended their niche status to become mainstream, evidenced by the widespread presence of mushroom-infused products among the majority of supplement companies showcased at the event.

Key Observations

- Stress, Mood, Cognition & Brain Health
- Stacking Benefits
- Plant-based Substitute & Snacks
- Supplements - Stick packs & Gummies

A Better Us



A Growing Palate



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Spore Overload

Fungitarian:
meatless mushroom
mixes



Melting Forest:
functional mushroom
gummies and beverages



Odyssey: functional
mushroom beverages



Utility: mood and
focus based functional
beverages



First Person:
functional mental
performance
supplements



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Asian Influence

NPEW buzzed with a vibrant array of authentic and Asian-inspired products, ranging from functional jellies to hearty soup dumplings. Savory offerings dazzled with a profusion of sauces, dumplings, and snacks infused with tantalizing Asian ingredients and flavors. Meanwhile, the snack, dessert, beverage, and supplement categories showcased a captivating blend of unique flavors, textures, and ingredients, reflecting a diverse landscape of Asian culinary influences.

Key Observations

- Asian Fruit Flavors
- Regional Beverages
- Unique Textures
- Functional Ingredients

Borderless Taste



A Better Us



Asian Influence

Goko:
caffeinated
sparkling
coconut waters



Much Moch-i:
Japanese style mochi



NGUYEN:
Vietnamese coffee



Kimino: sparkling
waters and juices



Tulua:
functional shots



O's Bubble:
boba tea beverages
and gummies



Sang:
Vietnamese coffee



Mindful Indulgence

Over the past decade, the movement to rein in the negative aspects of indulgence has seen remarkable progress within the natural products industry. This year's NPEW event sustained this momentum with a renewed emphasis on convenience, simplicity, and confectionery offerings. Notably, there was a concerted effort to cater to a wide audience, including both adults and kids, underscoring the industry's commitment to providing wholesome options for families. This inclusive approach reflects a growing awareness of the importance of balanced indulgence and healthy choices across all age groups.

Key Observations

- Unique Textures
- Individualized Portions
- Fun at the Forefront
- Concerned Confectionery

A Better Us



Toying With Emotions



A Little Off-Base



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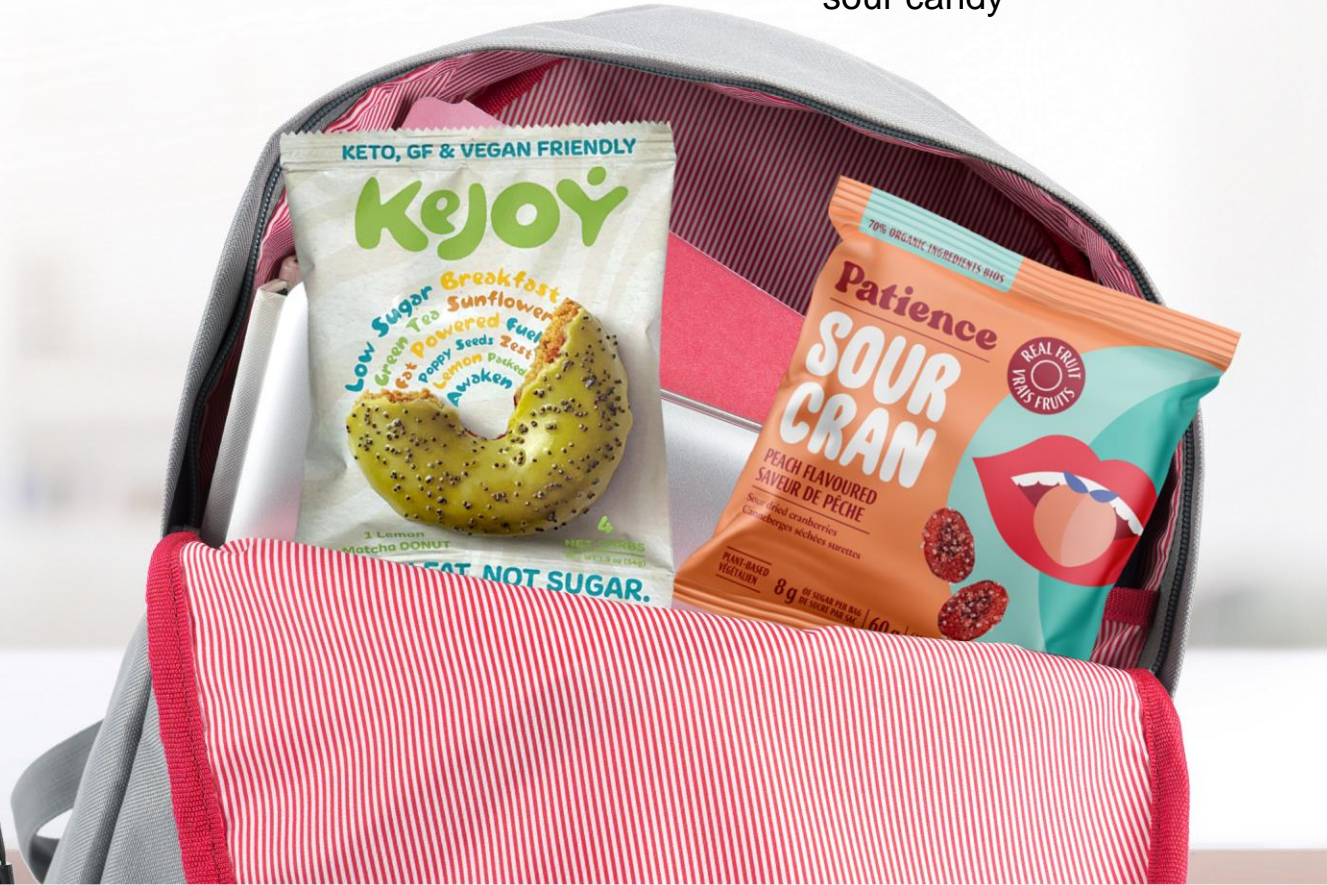
Mindful Indulgence

Moon Fruit:
freeze dried
smoothie snacks

Chubby: healthier
ready-to-eat nut butter
sandwiches

Kejoy: better-for-you
donuts

Patience Sour Cran:
fruit-based alternative to
sour candy



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Sea the Future

The culinary landscape is witnessing a sea change, with ocean-inspired flavors and functionalities making waves at this year's NPEW. A noticeable trend emerged as food and beverage exhibitors showcased products incorporating ocean-derived ingredients, plant-based seafood alternatives and advocating for ocean conservation. From seaweed snacks to sustainable messaging, the event highlighted both the innovation and commitment of the industry towards promoting ocean-friendly options.

Key Observations

- Sustainable Ingredients
- Functional Forward
- International Influence
- Ocean Preservation

A Better Us



A Little Off-Base



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Sea the Future

Refix: hydration beverage made with 20% seawater



Oomee: gut health beverage infused with algae



12 Tides: organic puffed snacks made from kelp



Pure Wild: functional beverages and wines made with marine collagen



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Breaking Expectations

Natural Products Expo West never fails to amaze with its diverse array of offerings, spanning from new formats to innovative functions. This year was no exception, featuring products with novel ingredients, unique functionality, and captivating textures. Breaking tradition, these innovations brought fresh ideas to the market, inspiring attendees with creative approaches to taste, wellness and sustainability.

Key Observations

- Playful & Fun
- Convenience & On the Go
- Funky & Fresh
- Unique Functionality

A Better Us



Toying With Emotions



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Breaking Expectations: Format

Nat Pat:
functional stickers



Cheer Rock:
functional pop rocks



Sayso: craft
cocktail or mocktail
tea bags



Zhero: infused
ice cubes



OLLY: functional
l'olly pops



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Breaking Expectations: Function & Source

TruHeight: height growth supplements and beverages



Woodstock Banana Water: banana-based water



Maizly: corn-based milk alternative



bevCACAO: functional beverage made with cacao juice



BREAKING

EXPECTATIONS

LIVE

TASTE HUNT ON FOR UNEXPECTED CULPRIT

NATURAL PRODUCTS EXPO WEST 2024



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Learn More about Flavor Producers!



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The logo for Natural Products Expo West, centered within a white, irregularly shaped cloud-like graphic. It features a colorful sunburst icon above the text. The background of the slide consists of large, overlapping organic shapes in shades of purple, yellow, and pink.

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THANKS!

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