



**2026**

# Flavor and Color Outlook

## A Year To Cultivate Personal Resilience

As the global consumer continues to be rocked by uncertainty and challenge, they will seek daily resilience to weather all that the coming year brings.

Their deep needs to feel safe and in control will be exhibited through how they choose the food and beverages that help them cope.

They will seek to maximize joy in both the small and big moments, creatively doing more with less while prioritizing wellness as a vital necessity to thrive.



## Trend 1:

# Authentic Wellbeing

Beyond barriers of age and demographics, wellbeing is an entrenched and intrinsic value for humans across the globe.

Longevity, prized by older consumers, expands to all humankind striving to show up as their full and healthy selves in all aspects of their life.

Prioritizing mental resilience, strengthening social connections and making mindful, pro-active choices to nourish and nurture our bodies helps us show up in all the ways that matter.

### Color Inspirations



Soulful Sunrise



Mellow Yellow



Roasted Peach

### Flavor Inspirations

- Wellness Associated Flavors
- Mindful Indulgence and Soothing Flavors
- Nourishing Berries and Tropicals, and combinations with Botanicals
- Global-Local Authenticity
- Flavors to Extend Core Ingredients

## Trend Expressions:

### Authentic Taste & Connection

Flavors and colors that allow you to travel the globe or mimic cultural heritage experiences, be it quintessentially authentic, wholesome and time-honored while helping balance health and indulgence through unchanged tastes.

Flavors and colors evoke comforting connections to people and cultures, fostering unity and understanding across diverse demographics and ethnic backgrounds.

### Activated Wellbeing

Consumers are actively taking control to establish health-forward behaviors. Food and drink are part of a healing ecosystem to nourish the whole self.

Flavors, and increasingly colors, are powerful cues that shape consumer perceptions of a product's health and wellness benefits as they seek daily solutions to "level-up" their wellbeing, even within cost constrained environments.

### Efficient Simplicity

Risk averse consumers are drawn to themes of simplicity and "back to basics" as it cues health, authenticity and cost efficiency.

Mother Nature is under strain resulting in shortages of various core ingredients. Citrus and other flavor types that exhibit volatility will benefit by leveraging technology that helps extend resources to do more with less.



## Trend 2:

# Give Me More

The demand from consumers is here: Keep my attention! Challenge my tastebuds! Deepen my experience!

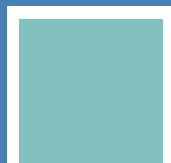
Enter a fun and playful world of sensory theatre where experience is everything. Indulgent, novel and uncommon taste adventures are acts of necessary self-care to support emotional wellbeing.

The consumer beast is hungry: and it wants more!

### Color Inspirations



Bohemian Berry



Sweet Mint



Juniper Forest

### Flavor Inspirations

- Novel, Bold and Fun Flavor Pairings
- Irresistible Indulgent Tastes
- All-in-One Flavors
- Cuisine Mash-ups
- Category Cross-overs

## Trend Expressions:

### Global Taste Expansion

Taste adventures beyond just connecting to places through authentic tastes and ingredients! Mash-ups and mix-ups of cuisines and new culinary fusions are expanding our global taste adventures. The emerging Third-culture cooking, is not just a trend, but an expression of oneself that includes your ancestry and where you grew up!

Flavors and colors create new tastes of fusion that is expanding our traditional frame of “global tastes” for the inquisitive trend-tasters.

### Welcome to Sensory Theatre

Imaginative multi-sensorial, multi-layered and captivating taste experiences to fast-track escapism, deepen indulgence and deliver comfort through playfulness and absurdity. Viral taste innovations fueled by non-traditional collaborations and social media influencers. “All-in-one” sensory theatre of taste delivered in a single bite or sip, no compromise on the full experience.

Flavors and colors combine with texture (as the elevated hero) to stimulate, amuse and amaze!



## Trend 3:

# Newstalgia Dreamland

Say goodbye to “adulting”. Consumers are craving the past in the future and the positive emotions of escapism wrapped in newstalgia.

The evolution of classic tastes and colors enables connections between generations through richer storytelling, expressed through nostalgic and comforting tastes and colors.

Look for food and beverage experiences that are immediately recognizable, trustworthy and timeless, as they are reborn from our memories and come alive in our tastebuds today.

## Color Inspirations



Red Delicious



Summer Raspberry



Classic Concord

## Flavor Inspirations

- Favorite and Familiar Single Flavors
- Newstalgia Classics and Newstalgia Fusion Flavors
- Glamorous Comfort Flavors

## Trend Expressions:

### Beloved Classics

Familiar favorites will resonate with consumers as timeless classics are honored, delivering comfort that is predictable and controlled. As newstalgia is evolving, “new tastes” are joining the realm of beloved classics.

### Classics Evolution

Honoring the familiar as a springboard for “safe” innovation. Exploration grounded in familiarity, allows hybrids and new twists of classics to keep nostalgia and innovation alive for risk-conscious consumers. Taste and colors that honor tradition while celebrating modernity.

### Glamorous Comfort

Comfort beyond cozy sweaters and calming teas. Comfort is elevated to take on new expressions such as luxury and glamor through quality and style. Flavors and colors to elevate comfort to allow deeper connection to identity and personal expression. Creamier and deeper, richer and slower tastes.



## Translation Services Offered: From Trends to Formulations

The world of evolving trends can be tough to understand and navigate. Let the ADM team of experts help you transform your visions into reality. We solve formulation challenges so you can create freely. We're excited to help you create beautiful and delicious tasting products that translate today's trends into tomorrow's winning products.



**Flavor Lead:**

### Jennifer Zhou

Global Product Marketing  
Senior Director, Flavors & Citrus

With over 20 years in the flavor industry as a B2B marketer, she is passionate about innovation and the storytelling behind the flavors and ingredients that make products great. Working extensively within the Beverage, Alcoholic Beverage and Sweet Goods categories has inspired a love for all things refreshing and indulgent. She considers herself a devoted student of food, language and culture though her son Benjamin is one of her most trusted authorities on viral food trends.

## Global Flavor Capabilities

### Heritage and Expertise in Naturals

Diverse, passionate, innovative and creative team with collaborative approach to flavor creation with specialties in beverage, savory, sweet and dairy, citrus, mint and vanilla.

- Proprietary & Captive Flavor Ingredients
- Industry-leading Citrus
- Experts in Taste Modulation
- Culinary Excellence

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**Color Lead:**

### Kelly Newsome

Global Marketing Director,  
Colors & Savory Flavors

After studying and working in the food industry for over 20 years, Kelly boasts a professional career marked with colorful and delicious experiences. With a Masters Degree in Food Studies and a Professional Culinary Arts Degree from the Institute of Culinary Education, Kelly has worked in both kitchens and corporate environments. From her previous work experience in the color industry, she's excited to promote the rich offerings within ADM's portfolio of naturally derived colors.

## Global Color Capabilities

### Unrivaled Portfolio

ADM's Colors from Nature™ portfolio offers the full spectrum of naturally derived colors, providing beautiful solutions across all application spaces. Available in a variety of formats and customized blends, our global team of color experts can help solve even the toughest color challenges.

- Variety of Formats
- Technical Expertise
- Patented Solutions and Technologies
- Supply Chain Reliability

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Contact us to get a more regional view of these flavor and color trends that respond to our local portfolio offerings.

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