
MONIN®
2026 Flavour Trends



Whisked Away



Consumers are turning to food and beverages for a delicious retreat from reality. Nostalgia offers grounding and comfort, while global escapism satisfies a yearning for adventure and cultural connection. Operators can tap into this desire by inviting exploration through a kaleidoscope of nostalgic flavours, international ingredients, and playful sensory experiences.

Now Trending: Coconut, Cotton Candy, Dragon Fruit, Guava, Ube, Creamsicle

Over 50% of consumers say they turn to food or beverages as an "escape"[1]

Source: Monin Proprietary Research Survey[1]

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Mediterranea

The flavours of Southern Europe, North Africa, and the Eastern Mediterranean are driving premium perception in food and beverage menus. Think basil limoncello spritzes, pistachio rose lattes, and saffron pomegranate mocktails, flavours that feel timeless yet trend-forward and adventurous, adding depth and a sense of luxury to familiar formats.

Now Trending: Pomegranate, Pistachio, Rose, Lemon, Cardamom

64% are interested in food, drinks, and flavours from the Mediterranean[1]

Source: Monin Proprietary Research Survey[1]

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The Savoury Shift

From Caprese cocktails to mushroom lattes, curious consumers are gravitating to "swavoury" food and beverage creations. Miso, hot honey, hickory smoke, and toasted coconut pair well with classics like caramel and fruit profiles, breathing new life into everything from cold brews to cheesecake. Behind the bar, fat-washed spirits, clarified pours, and roasted notes elevate the beverage experience to something unexpected and seriously sip-worthy.

Now Trending: Hickory Smoke, Oak Barrel, Hot Honey

48% are interested in *swavoury* (sweet + savoury) flavour combinations[1]

Source: Monin Proprietary Research Survey[1]

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Earth Tones

Naturally vivid hues, from butterfly pea's color shifting blues to matcha's vibrant greens, are redefining beverage aesthetics and flavour profiles. And it's not just about looks: natural colour means cleaner labels and fewer artificial ingredients, proving that transparency doesn't just look better, it tastes better.

Now Trending: Hibiscus, Matcha, Golden Turmeric, Butterfly Pea Flower

43% say they'd like to see ingredients "made with natural colours" included on restaurant menus[1]

Source: Monin Proprietary Research Survey[1]

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Wellness Wonderland



Tap into the functional beverage revolution, where consumers no longer have to choose between health benefits and indulgence. From a protein dessert latte in the morning to an adaptogen mocktail at night, better-for-you beverages are becoming staples of self-care and self-expression as consumers start to view wellness as a treat, not a chore.

Now Trending: Natural Colourful Energy, Prebiotics, Protein, Sugar-free

70% say they're interested in purchasing functional beverages at restaurants[1]

Source: Monin Proprietary Research Survey[1]

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