



Pumpkin

Seasonality matters to consumers and plays a part in their flavor preferences. Each season brings memories of certain distinct flavors and consumers crave products with these tastes. The fall season starts to get consumers in the holiday spirit and a more indulgent mindset. As the days shorten there is no better time to embrace the earthy flavors of autumn. There are so many flavors associated with this time of year, but there is one flavor that reigns supreme: pumpkin.

Demand for pumpkin just keeps going up. According to Nielsen data, sales of pumpkin-flavored products accounted for \$361 million, an increase of 11.6%, in the year leading up to July 2015. This an overall growth of 79% since 2011. The list of products that now have a pumpkin-flavored offering is quite expansive. Products hitting the shelves include lattes, candy, beer, ice cream, cheesecake, peanut butter, frozen waffles, marshmallows, baking mixes, gum, and more. The “season,” for pumpkin products is also extending. What used to be only a limited fall treat now starts as early as mid-July.

Autumn is when most seasonal items are introduced, driven by back-to-school, Halloween, and Thanksgiving. Food and beverage companies have been increasing their use of flavors that are tied to a certain season in recent years. Limited-edition items add novelty and excitement to supermarket shelves and gives producers the opportunity to try out something new with reduced risk.

Mother Murphy’s has a number of pumpkin and pumpkin spice flavors available for all types of applications. Let us help you provide your customers with the flavors of the season. For additional information please contact your sales representative or contact us using the information below:

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