

FLAVOR SPOTLIGHT:

MAPLE



Maple refers to the flavor of maple syrup, a reduction of sap taken from the maple tree. Iconic to Canada, the sweet, unmistakable flavor of maple is best known for its use in morning goods like pancakes and waffles. It has also gained prominence as a fall and winter flavor favorite for baked goods and hot drinks. As boundaries blur, the signature sweet brown flavor of maple is being paired with savory and spicy flavors. This next generation of maple pairings can be found in innovative cocktails, protein marinades and sauces, snacks and more.

TREND SIGNALS

83%

of consumers love or like maple
Datassential, Consumer Preferences, US

85%

consumers are extremely interested or
very interested in maple as a seasonal flavor.
McCormick Flavor Solutions U.S. Seasonal Survey, 2025

FROM OUR EXPERTS

Maple Bourbon Blondie Ice Cream

"The taste of maple can be described in two ways: a flavor that tastes just like pancake syrup, or a savory, earthy and less sweet, which can enhance meaty flavors or to create a browner sweet baked good. For a fun frozen dessert, I used the later to enhance the sweet brown impact from blondie inclusions and the alcohol notes from a bourbon flavor."

Megan Oxendine, Lab Technician III

Maple Pecan Pie Cookies

For the ultimate autumn vibe, our PD team crafted an oatmeal cookie that perfectly pairs the sweet, buttery flavor of maple with the naturally nutty and sweet buttery notes of pecan. This wonderful combination of flavors can be used in a variety of food or beverage applications, like, granola/cereal, ice cream, bars, muffins, doughnuts, pancake/waffle mixes, and coffee/coffee syrups just to name a few!



Contact us or [click](#) to request a **FREE MAPLE** flavor sample.