

FLAVOR SPOTLIGHT:

WAFFLE CONE

 **Flavor**solutions

As the days get longer and the temperature rises, summer inspired profiles are perfect for evoking feelings of nostalgia and driving interest. Ice cream shoppe flavors can satisfy a sweet craving, plus offer summertime appeal. Waffle cone is having a moment as there has been an increase in innovations with the flavor and format resulting in exciting cross category mashups. A complement to creamy, cool flavors, the buttery signature taste of waffle cone is great for sweet treats, snacks, beverages and more!

TREND SIGNALS

+400%

increase in product launches with WAFFLE CONE
in title or description, '20-'24, North America.

Innova Market Insights

74%

of consumers are extremely interested or
very interested in waffle cone as a flavor for
celebrations and fun.

McCormick Flavor Solutions U.S. Seasonal Survey, 2025

FROM OUR EXPERTS



“To capture the essence of a beloved ice cream shoppe favorite, I developed a waffle cone-inspired flavor. The sweet brown flavor blends the warm, toasty notes of baked graham with a smooth touch of vanilla.”

Laura Partida, Principal Flavorist

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

