



Flavor Spotlight

Black Currant

Black currant is emerging as the next trending berry, celebrated for its bold, tart flavor and deep purple color. Native to central and northern Europe and northern Asia, it brings a unique balance of fruity, earthy, floral, and herbal notes that foodies are increasingly seeking out. With growing availability in the U.S., we predict that black currant will be the next “it” berry. In fact, black currant is the McCormick 2026 Flavor of the Year.

49% of Americans know it...
only **21%** have tasted it.*

23.3% YoY increase
of mention of black
currant on TikTok
(‘24-’25)

\$3.63B
projected Global
black currant
powder, 2031**

A dark fruit with deep roots, black currant brings
INDULGENCE, INTENTION, and TRADITION to life.



Adds depth to desserts, cocktails, and sauces, bringing an elevated and regal touch to everyday fare.



It can be transformed into homemade syrups, jams, shrubs, and glazes, while embodying a “from-scratch” spirit.



Featured in crême de cassis, a liqueur, and fruity sauces that pair well with meats and cheeses on charcuterie boards.

Mc Flavorsolutions

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

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Black currants are gaining new attention in contemporary kitchens and bars, prized for their vibrant intensity — infusing everything from savory reductions and sweet pastries to modern mixology with bold, sophisticated flavor. With its tart and tangy taste with a deep, rich sweetness, black currant flavor is ready to take the spotlight in an array of food and drink innovations.

Sweet or savory, snackable or sippable—black currant delivers vibrant flavor across many applications. Get inspired by our featured demos.

1. Smoky Black Currant Jerky

Featuring a black currant BBQ sauce that includes cherry smoke and pomegranate flavors.

2. Olive Oil Cupcakes with Black Currant Frosting

Featuring natural olive oil, lemon zest and black currant flavors

3. Black Currant Cheesecake Kettle Corn

Featuring a black currant cheesecake seasoning

4. Black Currant Rosemary Cocktail

Featuring black currant, barrel aged bourbon and rosemary flavors with a juicy modifier.

For even more about black currant, including recipes, visit mccormickflavor.com.

McCormick Flavor solutions

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