



# 8 culinary solutions

# Trend Update

## August 2025

### Emerging Flavors

Pumpkin spice, once the undisputed king of fall, is now peaking in summer. In its place, flavors like ube are gaining popularity, especially in sweet applications. Cranberry is also on the rise, appearing in both sweet and savory dishes. Other notable flavors include apple, chai, maple, and goat cheese, signaling a broader and more diverse flavor profile for the season.

### Generational Preference

Gen Z is increasingly celebrating non-traditional holidays and is more open to modern twists on classic dishes. Millennials are particularly interested in a blend of traditional and innovative Thanksgiving meals, while Boomers prefer classic preparations and home-cooked meals.

### Untapped Holidays

18% of consumers say they would buy prepared foods for the Mid-Autumn Festival, 15% for Oktoberfest, and another 15% for Halloween. These are untapped opportunities for retailers and foodservice operators to offer themed, ready-to-eat meals or snacks that align with seasonal flavors and festivities, making it easier for consumers to celebrate without the hassle of cooking.

## Fall Innovation

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Businesses are featuring items like a Mini Butter Cake Flight, which is a seasonal, bite-sized take on their classic dessert, tapping into the popular “little treat culture” trend. Featuring four indulgent flavors; dark chocolate & brownie crumble, spiced apple & cherries, smoked bacon & maple, and the original butter cake—it offers variety, shareability, and visual appeal. Its success lies in combining nostalgic comfort with seasonal flair in a format that’s both Instagram-worthy and easy to enjoy.

Chai is emerging as a standout fall flavor, with creative offerings like Eat’n Park’s Pumpkin Chai Tea and Sheetz’s indulgent “Oh My Gourd Pumpkin! Cheezecake Milkshake.” The former blends two seasonal favorites and was rated highly for value, while the latter combines chai, pumpkin pie, cheesecake, and caramel—earning top marks for uniqueness, purchase intent, and frequency. These drinks succeed by fusing comfort with novelty in bold, seasonal formats.

# REFERENCES

## Links

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[Report Pro by Datassential | Fall Trends 2025](#)

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