

Beer





Top 5 beer flavors launched in Europe

between January 2024 and December 2025



LEMON

1.



MANGO

2.



LIME

3.



RASPBERRY

4.



GRAPEFRUIT

5.

UP-AND-COMING FLAVORS IN 2025



PEACH



GINGER

Latest developments in the *beers*

The beer market is currently driven by both **economic constraints** and **new consumer expectations**.

An affordable product, beer particularly appeals to the **younger generation**, who prefer it to wine or spirits for **budgetary reasons**, as is the case in the UK, where 59% of 18-34 year-olds say they drink beer to save money.

At the same time, innovation is focusing on **low-alcohol and alcohol-free** beers, in response to a growing demand for moderation and well-being. These products, now perceived as a **modern lifestyle choice**, are diversifying by incorporating additional benefits inspired by functional beverages.

Finally, the demand for variety is growing: consumers, especially young adults, are looking for **new** – fruity, lemony or original – and are drawn to craft beers or limited editions, which remain under-exploited in recent innovations.





Have you *spotted these?*

No-Low: Alcohol-free beer is gaining ground

No-Low beverages consumed by the French

61%

BEER
-4pts // 2024

42%

COCKTAILS
-6pts // 2024

21%

SPIRITS
+4pts // 2024

17%

WINE
+7pts // 2024

14%

SPARKLING WINES
new

Source : <https://www.sowine.com/barometre/barometre-2025>

Alcohol-free beers and beer-based alcohol-free beverages are increasingly popular, particularly among 18- to 25-year-olds (+11% vs 2024). Consumers see them as a way to maintain a **healthy lifestyle without giving up enjoyment**. They prefer alcohol-free beers that reproduce the taste of their alcoholic counterparts, offer specific nutritional benefits, or introduce innovative flavors.

For brands, this opens up opportunities for innovation and communication around **well-being** and **hydration**. Alcohol-free beer is thus establishing itself as a **modern choice**, combining **pleasure** with a **healthy lifestyle**.

Alcohol-free beer-based beverage flavored with apricot juice & Alcohol-free beer-based beverage flavored with white peach and green tea



COMPANY	Brasserie Kronenbourg
BRAND	Tourtel Twist
LAUNCH	France, May 2025

A leading brand in alcohol-free beers, Tourtel Twist continues to innovate with **recipes that are increasingly varied and indulgent**. The brand recently launched a new apricot juice variety, enriching its **fruity range** with a **sweet, summery flavor**.

At the same time, Tourtel Twist is aligning with the **well-being** trend with a White Peach & Green Tea recipe, **reduced in sugar by 30%**. The choice of tea is associated with an image of **naturalness and health**.

Alcohol-free beer-based beverage flavored with mango, pineapple, and orange



COMPANY	Pivovary Staropramen
BRAND	Cool+
LAUNCH	Czech Republic, September 2025

Cool+ launches a new alcohol-free beer flavored with **mango, pineapple** and **orange**. **Enriched with zinc, ginseng** and **vitamins C-B5-B6**, **low in calories** and preservative-free, it perfectly illustrates the **No/Low trend** by combining fruity flavor, **naturalness and health benefits**.

In search of novelty: flavored beers are changing the game

Flavored beers are establishing themselves as a dynamic segment, driven by young consumers' appetite for **new** and **more affordable** tastes. **Fruity, citrus, exotic fruit** and even **botanical** profiles particularly appeal to a generation **seeking originality and freshness**, far from the traditional bitterness of beer.

Innovation plays a key role: limited editions and craft creations attract attention, offering brands the chance to surprise and explore new flavor territories. This diversification of the offer reflects a strong expectation to combine **pleasure, variety** and **sensory experience**, making flavored beers an essential lever for renewing interest in the category.

Blond beer, three flavors: lemon/lime, mango/passion fruit, and cherry/pomegranate.



COMPANY	Heineken
BRAND	Desperados
LAUNCH	France, April 2025

Desperados is expanding its offer in France with a new range of blond flavored beers designed for summer. **Three refreshing flavors** are available: **lemon/lime, mango/passion** and **cherry/pomegranate**. With reduced alcohol content, they emphasize lightness and conviviality. The range has been voted Best Beverage Innovation, acclaimed by French consumers according to Worldpanel by Numerator, and ranked 4th best launch by NielsenIQ – a genuine success.

Beer-based beverages are now available in three flavors: apple, lemon/yuzu, and raspberry/pomegranate.



COMPANY	Brasserie Kronenbourg
BRAND	Somersby
LAUNCH	France, July 2025

Somersby is entering the French market with a range of blond beers infused with fruity notes. The brand offers three attractive recipes: **apple, lemon/yuzu** and **raspberry/pomegranate**. With these original combinations, Somersby aims to **appeal to a young, inquisitive audience**.





Craft beers: authenticity and creativity on the rise

In 2025, the craft beer market continues to grow, recording an increase of +11 points compared with 2024. This dynamism is explained by consumers' growing appetite, particularly among younger generations, for **new and original taste experiences**. Craft breweries stand out for their ability to surprise: **original recipes, limited editions, unexpected flavor pairings** and creative packaging that reinforce differentiation from traditional major brands.

Beyond innovation, craft beers embody a genuine quest for authenticity. Their local production and traditional know-how appeal to consumers looking for **transparency, proximity and commitment** to independent producers. Storytelling about the origins of ingredients, brewing methods and brewers' identities has become an essential lever for enhancing the value of these products.

Craft lager from Hamburg



COMPANY	DudeBev
BRAND	Diggabräu
LAUNCH	Germany, November 2025

Digga Bräu beer combines Hanseatic brewing tradition with a **sweet, refreshing note**. Golden yellow in the glass, with a fine, porous foam, it reveals its **smooth, floral taste**.

West Coast Double IPA



COMPANY	Asda
BRAND	Asda
LAUNCH	United Kingdom, May 2025

This beer reflects the artisanal trend, highlighting **expertise** and **product quality**. Hand-brewed in Cornwall with carefully selected ingredients, it combines **tradition and modernity**. Its full-bodied taste, with notes of pine, grapefruit and tangerine, reflects the brewer's precise work and attention to flavor.



OUR *portfolio*

Our flavors
to capture the
trends



PEACH

Natural Flavour
AMP9722



GRAPEFRUIT

Natural Flavour
AAG0822



PEAR

Natural Flavour
AMP9649



RASPBERRY

Natural Flavour
AMR9656



GINGERBREAD

Natural Flavour
AAG6517



Request a sample



AAG0822

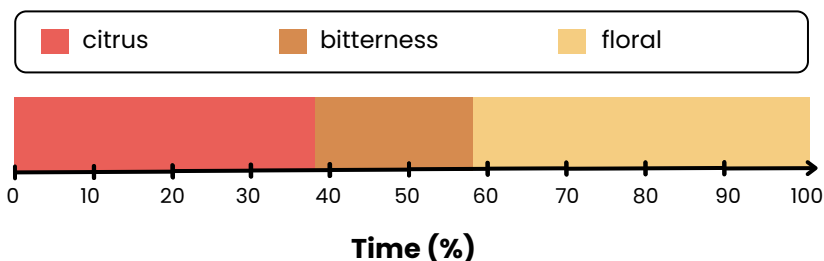
GRAPEFRUIT

Natural flavour

PROFILE

Grapefruit has a unique flavor that combines a **tangy tartness** with a subtle **sweetness**, often accompanied by a **slightly bitter** undertone. This **refreshing citrus** fruit offers a complex taste experience that enlivens the palate.

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1 %  Beverages
- 0.2 %  Protein & smoothie
- 0.3 %  Desserts (dairy & vegan)
- 0.4 %  Ice cream, toppings, cordial
- 0.5 %  Bakery, bar, cereals & treats

PRICE BREAKS

PO	\$/kg
8 kg	\$68.00
16 kg	\$58.00
32 kg	\$48.00
96 kg	\$40.80
200 kg	\$38.40
400 kg	\$36.00
1000 kg	\$33.60

 From **low MOQ** to best value on **volumes**

 **Free shipping** to Australian metro areas for orders over **\$1,250**

 **Manufactured in Sydney**
5-day lead time (+transit)

NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN, GLUTEN, GMO & SUGAR

KOSHER CERTIFIED
VEGAN & AUSTRALIAN-MADE
ORGANIC COMPLIANCE

CARRIER: ETHANOL
WATER SOLUBLE

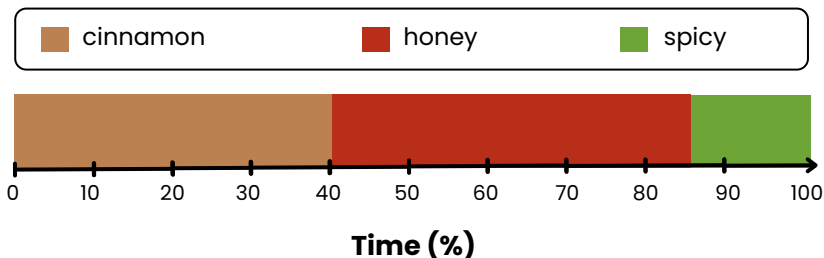
LIQUID IN 8KG DRUM
BB: 12 MONTHS

AAG6517 Gingerbread Natural flavour

ABOUT

Gingerbread is a classic **treat** that is especially popular during the holiday season. The blend of warm **spices** such as **ginger**, cinnamon & **cloves** evokes a sense of **nostalgia** & **warmth**

TEMPORAL DOMINANCE OF SENSATIONS



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- 0.1 % Beverages
- 0.2 % Protein & smoothie
- 0.3 % Desserts (dairy & vegan)
- 0.4 % Ice cream, toppings, cordial
- 0.5 % Bakery, bar, cereals & treats

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ORGANIC COMPLIANCE



CARRIER: ETHANOL
WATER SOLUBLE



LIQUID IN 8KG DRUM
BB: 24 MONTHS



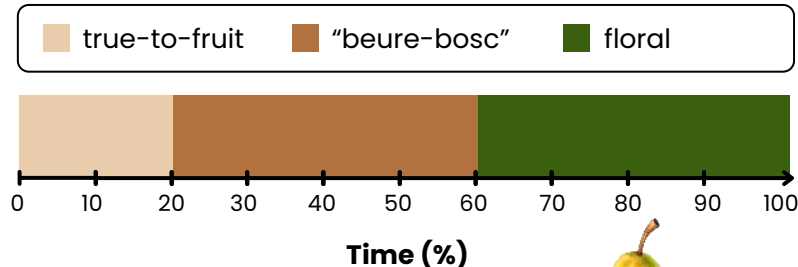
AMP9649 PEAR NATURAL FLAVOUR



PROFILE

This flavour, **reminiscent** of “**beurre bosc**” variety, is the quintessential **fresh** eating pear that **melts in your mouth** like **sorbet**

TEMPORAL DOMINANCE OF SENSATIONS



NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN, DIACETYL, GLUTEN, GMO & SUGAR



KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 24 MONTHS

DOSAGE IN YOUR PRODUCT

- 0.1%  Protein milk, smoothie
- 0.2%  Yogurt (dairy & vegan)
- 0.3%  Ice cream & toppings
- 0.4%  Bakery, cake, bars, cereals
- 0.5%  Confectionery

PRICE BREAKS

PO	\$/kg
10 kg	\$58.00
20 kg	\$48.00
40 kg	\$38.00
100 kg	\$32.30
200 kg	\$30.40
400 kg	\$28.50
1000 kg	\$26.60



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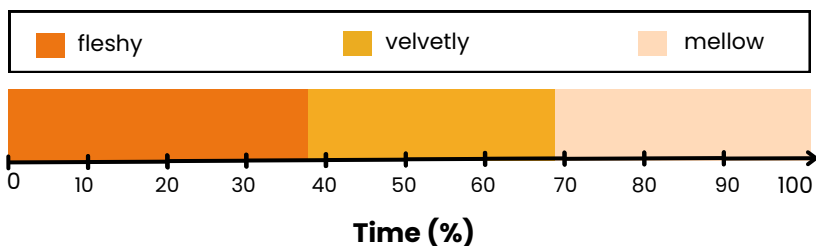
Manufactured in Sydney
5-day lead time (+transit)

AMP9722 PEACH NATURAL FLAVOUR

PROFILE

Packed with **juicy** flavour and a hint of **sunshine**, this peach taste brings the perfect balance of **sweetness** and **freshness**. Like biting into a perfectly **ripe** peach on a warm day

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1% Protein milk, smoothie
- 0.2% Yogurt (dairy & vegan)
- 0.3% Ice cream & toppings
- 0.4% Bakery, cake, bars, cereals
- 0.5% Confectionery

PRICE BREAKS

PO	\$/kg
10 kg	\$58.00
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VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 24 MONTHS

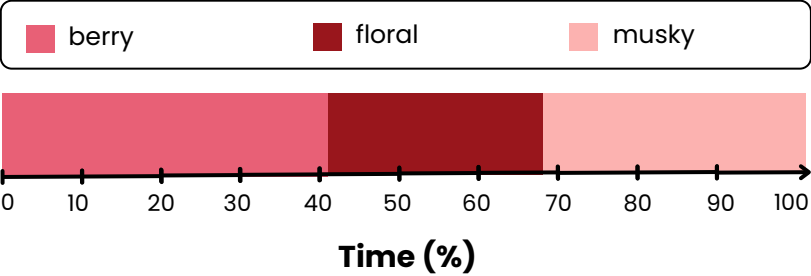


AMR9656 RASPBERRY NATURAL FLAVOUR

PROFILE

The **"jam-flavor"** profile replicates the taste of **ripe, caramelized** raspberries with hints of **cooked sugar**, reminiscent of **cotton candy**

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.1% Protein milk, smoothie
- 0.2% Yogurt (dairy & vegan)
- 0.3% Ice cream & toppings
- 0.4% Bakery, cake, bars, cereals
- 0.5% Confectionery

PRICE BREAKS

PO	\$/kg
10 kg	\$62.00
20 kg	\$52.00
40 kg	\$42.00
100 kg	\$35.70
200 kg	\$33.60
400 kg	\$31.50
1000 kg	\$29.40

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