

Brioche





THE FLAVORS *of the market*

Top 5 brioche flavors launched in Europe

between January 2024 and December 2025



CHOCOLATE

1.



BUTTER

2.



HAZELNUT

3.



CREAM

4.



VANILLA

5.



UP-AND-COMING FLAVORS IN 2025



BUTTER



ORANGE

Latest developments in the market for *packaged brioches*?

An emblematic product of the bakery and indulgent pastry segment, the brioche holds a special place in the European cereal-based products market. Straddling the line between bread and pastries, it embodies **tradition**, **indulgence** and **comforting pleasure**, with a strong cultural anchoring, particularly in France.

However, the brioche market faces several **major challenges**: rising raw material costs, price pressure, and heightened consumer expectations regarding **naturalness**, **ingredient quality** and **sustainability**.

Consumption times are also changing. Traditionally associated with breakfast and afternoon snacks, the brioche is now finding its place in more varied uses such as **snacking**, quick-service restaurants and occasional or festive consumption. These changes are accompanied by **structuring trends** such as premiumization, the growth of clean-label or plant-based recipes and a search for balance between **taste pleasure** and a more responsible image.



Have you *spotted these?*

The brioche in more practical sizes

In line with the **snacking** trend, brioche is increasingly available in **individual, mini** and **on-the-go** formats: **mini brioches, briochettes, rolls** and **ready-to-eat slices**. These formats respond to new consumption habits, characterized by **more fragmented, mobile, and spontaneous meals**.

Grab-and-go brioche swirls



COMPANY	St Pierre Groupe
BRAND	St Pierre
LAUNCH	United Kingdom, July 2025

These brioches are soft, sweet and convenient. Filled with **vanilla custard**, they reinvent the traditional brioche in a **playful format**, ideal for eating on the go or throughout the day.

Cinnamon brioche to share



COMPANY	Harry Brot
BRAND	Harry
LAUNCH	Germany, December 2025

These small **cinnamon** brioches are simple and inviting, offered in a size that is **easy to enjoy and share**.

Brioche, the perfect partner for festive occasions

Brioche also stands out as a product **strongly linked to key times of the year**. Christmas, Epiphany (brioche or king's cake), Easter and regional festive periods are all occasions to launch **limited-edition and distinctive recipes**.

These seasonal offers reinforce the **pleasure and sharing** aspect of brioche, while stimulating impulse buying.

Brioche for sharing, at the heart of the festive season



COMPANY	Aldi
BRAND	Specially Selected
LAUNCH	United Kingdom, December 2025

This Christmas star brioche, made of **shareable brioche swirls filled with vanilla cream**, is perfectly in tune with **festive gatherings**. Its generous size and distinctive shape amplify the **pleasure, indulgence and sharing** that are emblematic of seasonal offerings.

Recipes reimaged around ingredients

Consumer expectations in terms of **health and naturalness** remain high in the brioche market. Demand is focused on products perceived as more balanced: **natural ingredients, simplified recipes, added fiber**, and reduced use of additives or preservatives.

In this context, brands are driven to **innovate beyond complete or reduced-fat recipes**, developing formulations that reconcile nutritional **quality, taste, and texture**.

Unadorned pleasure



COMPANY	Les délices briochés
BRAND	Mes délices briochés
LAUNCH	France, August 2025

A pure butter and almond brioche, **without additives or chemical preservatives**. The ingredient list is simple and of **French origin**.

The taste of naturalness



COMPANY	Thomas Brioches sucrée
BRAND	Thomas brioches
LAUNCH	France, August 2025

These small brioches highlight **naturalness and quality ingredients**: pure butter, homemade sourdough, fresh eggs, with no additives or preservatives.

When brioche becomes irresistible

Brioche has been reinvented to deliver **greater indulgence**, with recipes enriched with **chocolate, generous fillings and inclusions**, and a **play of textures** ranging from soft to melting to crisp.

Shapes are also evolving towards **more artisanal codes** (braiding, spirals, babkas), reinforcing the perception of a premium, handmade product.

Softer than ever



COMPANY	Barilla
BRAND	Harrys
LAUNCH	France, October 2025

Harrys has reimagined its chocolate-chip braided brioche, promising consumers even greater **indulgence** with the claim “**softer than ever!**”

Babka is becoming a must-have

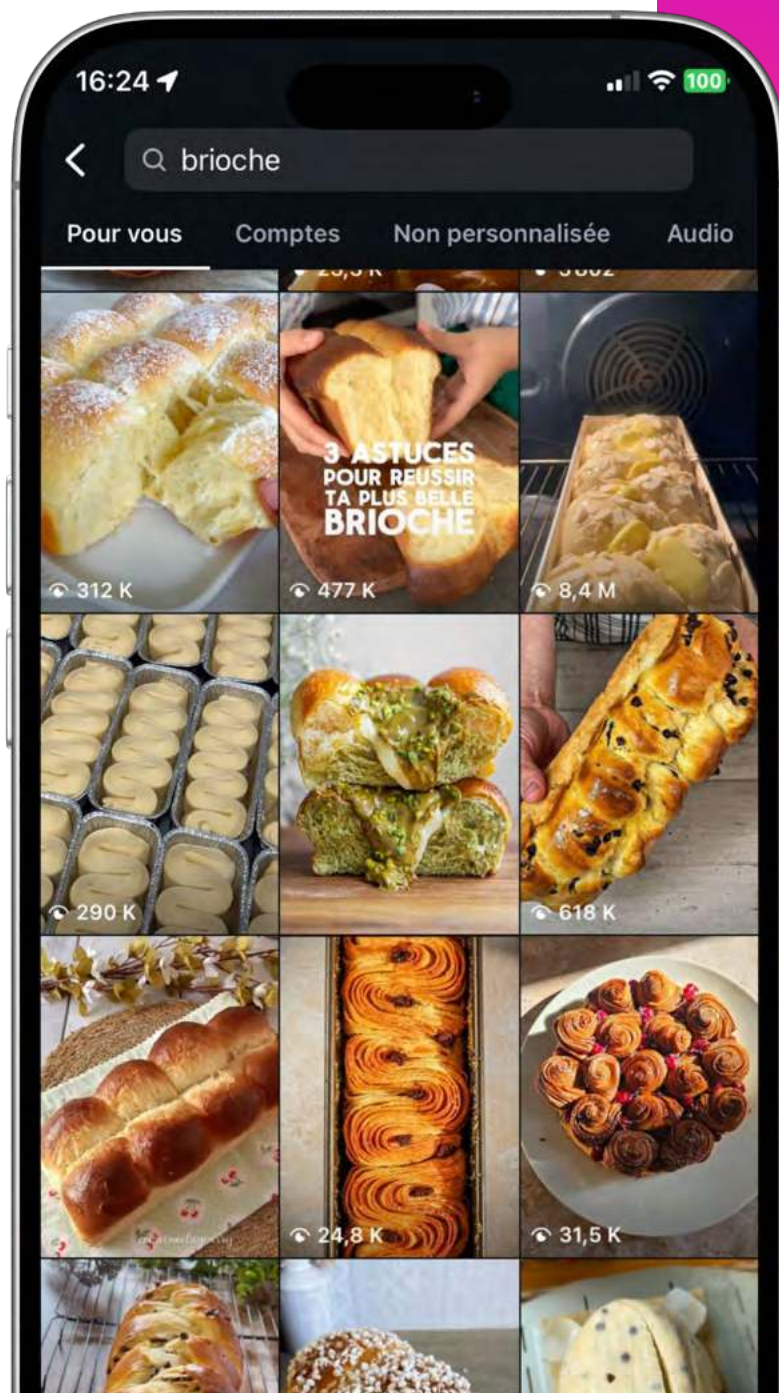


COMPANY	Intermarché
BRAND	Chabrior
LAUNCH	France, May 2025

Babka has become a trendy brioche in **artisanal bakeries**, which led Intermarché to launch its own Babka under its Chabrior private label. **Richly indulgent** thanks to its chocolate marbling.



INSTAGRAM & brioches



Why look at
Instagram?



Why look at *Instagram?*

Instagram has established itself as a **key platform** for **bakery trends**, where **new creations**, **recipes** and **visual codes** spread rapidly.

The most engaging content showcases spectacular, generous and innovative products that gradually **shape consumer expectations** and **inspire product designs**, both artisanal and industrial.

Brioche trends spotted on *Instagram*

On Instagram and TikTok, brioche is riding a wave of popularity, driven by visuals that are increasingly **indulgent** and **inspiring**.

Reinvented creations play with **premium** shapes – often **layered** or crafted by master bakers – and with **varied textures** that combine softness, melt-in-the-mouth texture, and crispness. **Inclusions** abound: chocolate chips, coulis and toppings in original flavors (pistachio, caramel, fruit etc.) add color and pleasure.

Babka, the star of the trend, perfectly illustrates this dynamic, combining **artisanal aesthetics**, **generous indulgence** and **sensory innovation**. This exposure on social media influences consumers and inspires ever more creative recipes.



6 recipes to
inspire you



Click on a recipe
to view it

Our Instagram recipe inspirations

Marbled chocolate brioche
with a melt-in-the-mouth
chocolate center



Babka with chocolate spread
and pistachio chips



Mini rolled brioches
with chocolate chips



Our puff pastry brioche inspirations

Classic puff pastry brioche



Puff pastry brioche with a
creamy hazelnut praline center



Puff pastry brioche with a
cinnamon and pear confit







OUR *portfolio*

Our flavors
to capture the
trends



PISTACHIO
Natural Flavour
AMP2420



BUTTER
Natural Flavour
AMB9597



BUTTER
Natural Flavour
AOB4019



CHOCOLATE
Natural Flavour
AMC9761



VANILLA
Natural Flavour
AMV0088



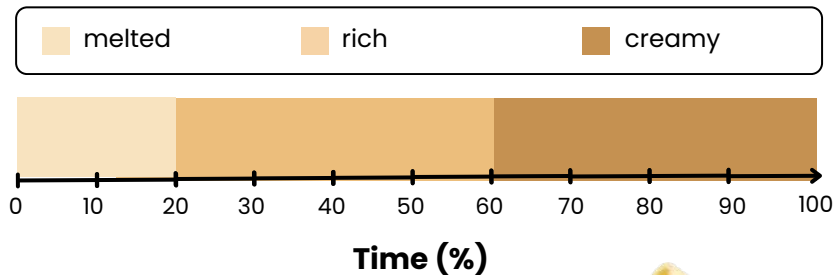
Request a sample

AMB9597 BUTTER NATURAL FLAVOUR

PROFILE

This butter flavour delivers the **creaminess** of **slightly melted butter**. The moment you **spread** butter on a freshly toasted slice of bread. It adds richness to all your projects.

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
20 kg	\$48.00
40 kg	\$38.00
100 kg	\$32.30
200 kg	\$30.40
400 kg	\$28.50
1000 kg	\$26.60



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



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



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



NATURAL FLAVOUR

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



KOSHER & HALAL CERTIFIED
VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



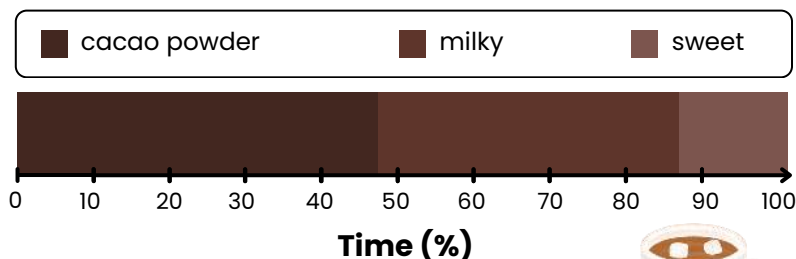
LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 9 MONTHS

AMC9761 CHOCOLATE NATURAL FLAVOUR

PROFILE

This flavor, infused with the taste of **chocolate powder**, is the ideal choice for those who adore **sweet treats**. Its creamy undertones evoke **childhood memories**, offering a **rich & milky** experience.

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	\$68.00
20 kg	\$58.00
40 kg	\$48.00
100 kg	\$40.80
200 kg	\$38.40
400 kg	\$36.00
1000 kg	\$33.60



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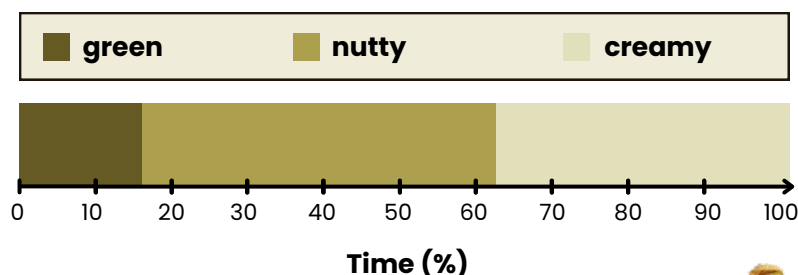
LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 24 MONTHS

AMP2420 PISTACHIO NATURAL FLAVOUR

FLAVOUR & APPLICATION

Rediscover the **pleasure** of this Middle East & Mediterranean nut. It recently made a big come back on supermarket shelves due to its **green, nutty & creamy** notes perfect for **spread, pastry or bars!**

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
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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NATURAL FLAVOUR

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



KOSHER & HALAL
VEGAN & AUSTRALIAN-MADE



CARRIER: MPG
WATER SOLUBLE & HEAT STABLE



LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 10 MONTHS

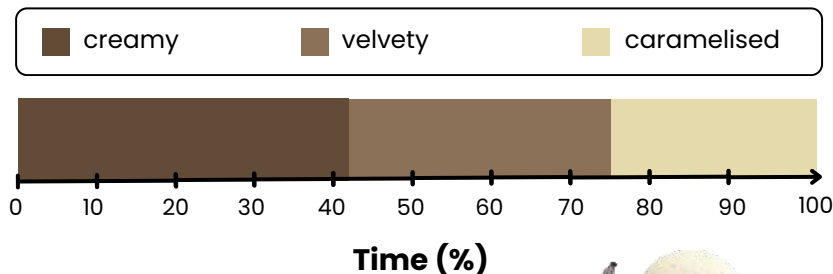
AMV0088 VANILLA NATURAL FLAVOUR



PROFILE

Reminiscent of **bourbon** ice cream, it captures the essence of **vanilla beans** with subtle **woody** notes. Hints of **butter** add **warmth** & **depth** to its **authentic** profile

TEMPORAL DOMINANCE OF SENSATIONS



NATURAL FLAVOUR

FREE FROM: ADDITIVE, ALLERGEN, 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	\$48.00
20 kg	\$38.00
40 kg	\$28.00
100 kg	\$23.80
200 kg	\$22.40
400 kg	\$21.00
1000 kg	\$19.60



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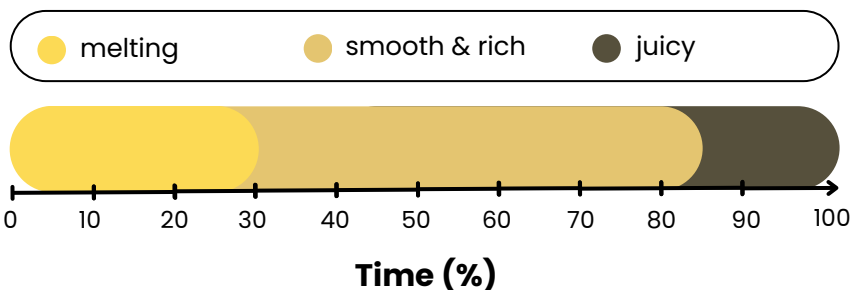
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AOB4019 BUTTER OS NATURAL FLAVOUR

ABOUT

Get ready to cook with this **melting** butter natural flavour. Bring all the yummy to your dishes with this **smooth & rich** delicacy. Suitable for savoury sauce & sweet development.

TEMPORAL DOMINANCE OF SENSATIONS



DOSAGE IN YOUR PRODUCT

- 0.2%  Protein rich bars
- 0.3%  Fat filling & pastry
- 0.4%  Popcorn
- 0.5%  Chocolate, gum

NATURAL FLAVOUR

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

KOSHER & HALAL
VEGAN & AUSTRALIAN-MADE

CARRIER: MCT
OIL SOLUBLE & HEAT STABLE

LIQUID IN 10KG DRUM
NON FLAMMABLE
BB: 12 MONTHS

PRICE BREAKS

PO	\$/kg
10 kg	\$68.00
20 kg	\$58.00
40 kg	\$48.00
100 kg	\$40.80
200 kg	\$38.40
400 kg	\$36.00
1000 kg	\$33.60



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