

Spirits





THE FLAVORS
of the market

**Top 5 flavors of spirits launched
in Europe**

between January 2024 and December 2025



LEMON

1.



STRAWBERRY

2.



ORANGE

3.



LIME

4.



SPICY

5.



**UP-AND-COMING FLAVORS
IN 2025**



LEMON



RASPBERRY



PISTACHIO

Latest developments in the market for *spirits*

The spirits market is currently undergoing a pivotal period, marked by a **decline in sales both in value and in volume**, within a generally strained economic environment. Inflation, weaker consumer purchasing power and geopolitical uncertainties are placing particular pressure on exports – a growth driver that continues to be crucial for many sector stakeholders.

At the same time, consumption habits are shifting: Europeans, and especially the **French, are drinking less alcohol than in the past**, favoring moderation, quality and at-home consumption over visits to bars or restaurants

Despite this downturn, the market is buoyed by a number of trends. **Spiritourism** is booming in France, attracting almost **2 million visitors a year**. These immersive experiences heighten public interest in the spirits heritage, generate direct sales and help educate consumers, sometimes to the point of creating new passions.

In terms of product offering, **innovation remains present**, albeit on a more measured scale: new products mainly concern **range extensions**, while **limited editions, collaborations** and **premium proposals** continue to appeal, particularly to young adults.

Environmental concerns are also gaining in importance, prompting brands to promote more responsible packaging and sustainable production methods. Lastly, the growing popularity of **low-alcohol and alcohol-free alternatives** reflects a search for healthier consumption, even if the offer is still under development.



Have you *spotted these?*

The growing craze for limited editions

The trend towards limited editions in spirits reflects consumers' desire for exclusivity and unique experiences. Drawn by **rarity**, they seek bottles that tell a story – whether through **numbered production runs**, **unprecedented aging processes**, or **collaborations** with artists or luxury brands.

This approach is also in line with the market's move upmarket, which is driving brands to innovate with **rare ingredients** and **unique production methods**.

An original gin, carried by the authenticity of the Azores



COMPANY	DF Destilaria
BRAND	Azor Gin
LAUNCH	Portugal, September 2025

Inspired by the Azores archipelago, Azor Gin **is a creation that values origin**, storytelling and **authenticity**, meeting the **demand for exclusivity** and meaningful products.

The iconic London gin is given a grapefruit twist



COMPANY	Beefeater Distillery
BRAND	Beefeater
LAUNCH	Poland, December 2025

With this **limited grapefruit edition**, Beefeater revisits its iconic gin by adding **a modern, accessible fruity twist**.

The quest for new taste experiences

The quest for unique taste experiences is driving consumers to explore spirits with innovative and unexpected flavors. To meet this demand, brands are experimenting with **exotic ingredients** and **bold combinations**, from infusions of tropical fruits to blends of spices and aromatic herbs.

This trend is accompanied by the rise of **RTDs (Ready-to-Drink)** in this category, **ready-to-use cocktails** positioned as an alternative to traditional spirits by offering more innovative recipes.

Mint reinvented with a touch of red berries



COMPANY	Bacardi-Martini
BRAND	Get
LAUNCH	France, May 2025

Ranked as the third-best launch of the year in France according to NielsenIQ, Get Menthe & Fruits Rouges (Mint & Red Berries) taps into the trend for **new taste experiences** by offering a **bold combination** of **minty freshness and fruity notes**.

The iconic Tennessee Whiskey embraces blackberry



COMPANY	Jack Daniel Distillery
BRAND	Jack Daniel's
LAUNCH	France, October 2025

The famous Tennessee Whiskey has been reimagined in a **bold blackberry version**.

A creamy liqueur inspired by the Dubai Chocolate trend



COMPANY	Slaur Sardet
BRAND	Habibi
LAUNCH	France, October 2025

Habibi is inspired by the Dubai Chocolate trend, offering a **creamy liqueur that combines chocolate and pistachio**.

The rise of No Low spirits : between moderation and well-being

With the rise of responsible drinking, alcohol-free and **low-alcohol spirits are gaining ground**, offering tasty alternatives without the effects of alcohol. Yet consumers are not necessarily abstinent: nearly 80% of them also drink alcohol, but are reducing their intake rather than stopping completely.

Faced with declining alcohol consumption, brands must adapt to avoid being left behind, developing products that meet the expectations of consumers **concerned with their well-being**.

The iconic gin reinvented in a non-alcoholic expression



COMPANY Maison Ferrand

BRAND Citadelle

LAUNCH France,
December 2025

Citadelle 0.0 embraces the no-alcohol trend, presenting a **0.0% version of the famous French gin**. Crafted through gentle hydrodistillation and **enriched with natural extracts**, this creation allows full enjoyment of botanical flavors without compromising on taste.

The legendary rum reimaged for the mocktail trend



COMPANY Diageo Operations Italy

BRAND Captain Morgan

LAUNCH France,
October 2025

This alcohol-free version allows the brand's flavor profile to be rediscovered through an **accessible, modern tasting experience**, designed to be enjoyed in cocktails – **alcohol-free but still full of enjoyment**.



Pure, natural flavors for premium experiences

Natural flavors free from artificial additives are increasingly appealing to consumers seeking authenticity and quality. This trend is pushing spirits brands to highlight **raw ingredients** and **more transparent production methods**.

It reflects a broader “back to basics” dynamic, where origin and ingredient traceability become key elements of differentiation. By promoting natural recipes, brands reinforce their **premium image** and align themselves with **new market expectations**.

A fruity vodka that puts transparency first



COMPANY Finlandia Vodka Worldwide

BRAND Finlandia

LAUNCH Turkey,
November 2025

By offering a fully natural red-berry flavored vodka, this creation highlights ingredient transparency and the quality of raw materials.

Clementine and mint, the perfect alliance for an uncompromising gin



COMPANY Torino Distillati

BRAND Mintis Gin

LAUNCH Poland, November
2025

An Italian gin flavored with **clementine and mint**, entirely natural and **with no added sugar**. This creation highlights **quality of the ingredients** and transparency of the recipe, offering consumers a **refreshingly authentic experience**, to be enjoyed neat or in a cocktail.



INSTAGRAM *& spirits*



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.

Spirits trends spotted on *Instagram*

The Spritz, an iconic cocktail in constant reinvention

The Spritz has established itself as the most visible cocktail on Instagram. Endlessly reinvented, it takes shape through **new alcoholic bases**, **fruity** or **floral pairings** and increasingly aesthetic **presentations**.



3 recipes to *inspire you*



Click on a recipe to view it

LIMONCELLO & POMEGRANATE SPRITZ



ROSE & WATERMELON SPRITZ



PEACH SPRITZ



Spirits inspired by pastry

More and more spirits are drawing inspiration from the world of pastry, with **indulgent flavor profiles** such as chocolate, coffee and caramel – warm, comforting notes that resonate with consumers.



3 recipes to inspire you



Click on a recipe to view it

ESPRESSO MARTINI WITH TIRAMISU



CHOCOLATE - ORANGE MANHATTEN



ESPRESSO MARTINI WITH CARAMEL & VODKA





Exotic fruits – with passion fruit taking center stage

Recipes and Instagram content prominently feature **exotic fruits**, with **passion fruit** especially visible.

Valued for their **intensity of flavor** and **freshness**, these flavors bring a touch of **escape** and **modernity** to cocktails and flavored spirits.

3 recipes to inspire you



Click on a recipe to view it

JUNGLE BIRD WITH PASSION FRUIT



PORNSTAR MARTINI WITH PASSION FRUIT



PASSION MULE





OUR *portfolio*

Our flavors
to capture the
trends



CARAMEL
Natural Flavour
AMC9125



Caramel
Natural Flavour
AMC9712



PEAR
Natural Flavour
AMP9649



ELDERFLOWER
Natural Flavor
AME9002



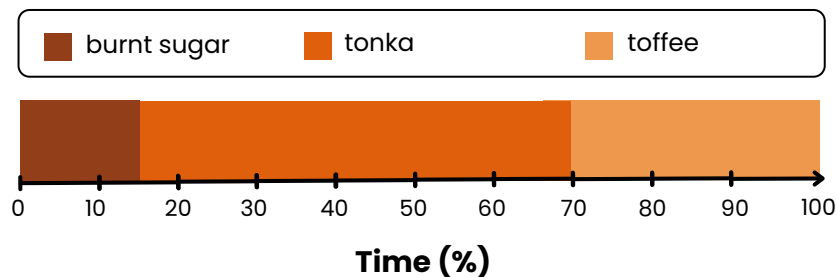
MANDARIN
Natural Flavour
AAM4620

AMC9125 CARAMEL NATURAL FLAVOUR

PROFILE

Warm & gentle, it evokes the **comforting** essence of **creamy** caramel **confectionery**, offering an authentic & recognizable **tonka** & **salted butter** flavour.

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: 36 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	\$74.00
20 kg	\$64.00
40 kg	\$54.00
100 kg	\$45.90
200 kg	\$43.20
400 kg	\$40.50
1000 kg	\$37.80



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



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



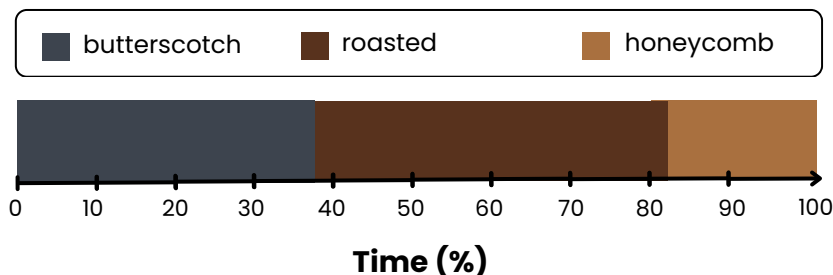
Manufactured in Sydney
5-day lead time (+transit)

AMC9712 CARAMEL NATURAL FLAVOUR

PROFILE

Reminiscent of the **sticky date pudding** sauce, this **butterscotch** caramel is a blend of roasted **richness** & velvety **sweetness**. It leaves a please taste of **honeycomb crunch** on the palate.

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



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: 24 MONTHS

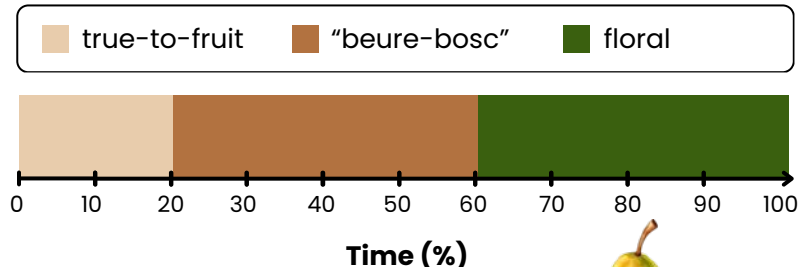
AMP9649 PEAR NATURAL FLAVOUR



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



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)

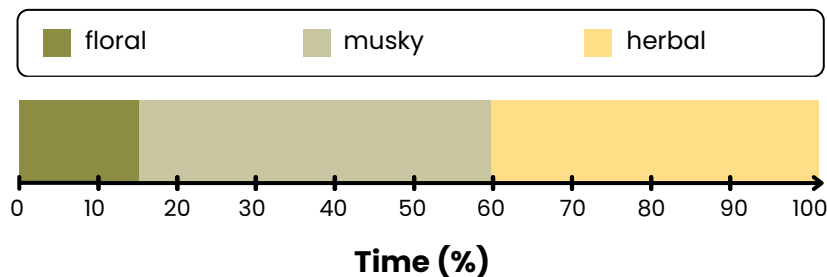
AME9002 ELDERFLOWER NATURAL FLAVOUR



PROFILE

Elevate your culinary & beverage creations with our elderflower, featuring delicately **floral**, **fruity**, & **sweet** notes, perfectly complemented by subtle **muscat** & **fresh herb** aromas.

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



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: 24 MONTHS

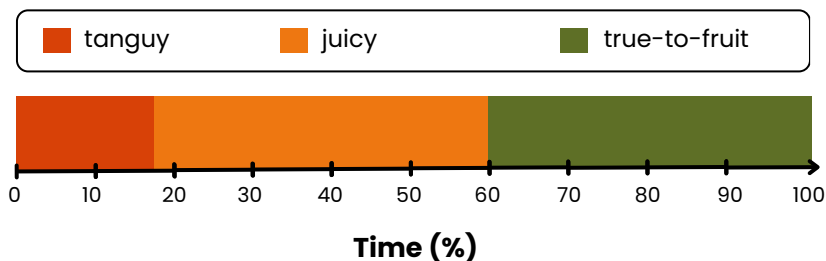
AAM4620 MANDARIN Natural flavour



PROFILE

The mandarin, with its burst of **sweet** and **juicy** flavour, is a **citrus** fruit appreciated as a **delicious** and **refreshing** snack

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,
DIACETYL, GLUTEN, GMO & SUGAR



KOSHER CERTIFIED
VEGAN & AUSTRALIAN-MADE
ORGANIC COMPLIANCE



CARRIER: ETHANOL
WATER SOLUBLE



LIQUID IN 8KG DRUM
BB: 12 MONTHS





www.metarom.eu

contact us

