

# MAPLE SYRUP

The best part of pancakes and waffles is equally popular among both female and males as well as Gen Z, Millennials and Gen X. Perhaps, it's because there is a hint of subtle decadence – a reminder of a morning treat, or maybe it's due to Maple Syrup becoming a fall/winter seasonal favorite. Nevertheless, the delicious flavor is being incorporated into innovative alcoholic beverages.

Nearly  
**8 of 10**  
of consumers  
LOVE/LIKE  
Maple Syrup

Below are marketplace examples and potential flavors to pair with Maple Syrup to help inspire your next creation.

APPROACHABLE  
ADVENTURE

## PRODUCTS OF NOTE:

Curmudgeon's Better Half, aged in maple syrup bourbon barrels

The Brewery Imperial Stout Aged in Maple Syrup



Southern Tier Old Fashioned Ale brewed with local maple syrup



Crown Royal Maple Whiskey



Maple Syrup is an “**approachable adventure**” in itself. However, here are a few flavors to inspire an even edgier creation:

- Whiskey
- Brown Butter
- French Toast
- Apricot
- Lucuma
- Brown Sugar
- Molasses

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Want to learn of additional flavor insights to inspire innovation? Let's talk.



Contact your FONA sales account executive or reach out to Julie Olson, Industry Manager-Alcohol at [jolson@fona.com](mailto:jolson@fona.com).