

Press release

Oberrohrbach, 01.12.2025



esarom announces the flavour of the year 2026: Pineapple

esarom, leading supplier of flavours, compounds and innovative flavour solutions, officially declares pineapple as the flavour of the year 2026. The company has developed a comprehensive new product range showcasing the aromatic diversity of this tropical sensation that perfectly aligns with consumer desires for optimism, vitality and emotional wellbeing.

Tropical indulgence meets consumer trends

Pineapple's juicy, sunny character mirrors freshness, clarity and balance – creating a moment of escape and revitalisation with every sip or bite. The flavour represents sensory brightness, embodying an uplifting taste experience that brings lightness and positivity in moments where consumers seek emotional refresh.

No other fruit combines such aromatic variety with universal appeal. esarom's pineapple flavour portfolio includes innovative concepts like "Punky Pineapple" and traditional inspirations such as "Tepache" – a Mexican fermented drink made from pineapple rinds, brown sugar, cinnamon, and cloves.

Perfect alignment with 2026 lifestyle trends

Global research underscores several key trends that position pineapple as the ideal flavour choice for 2026. The growing 'relaxed sociability' movement reflects consumers' desire for authentic togetherness – casual gatherings and effortless social experiences. Pineapple flavour symbolically transports consumers to sunny beaches and poolside gatherings, evoking summer feelings and carefree atmospheres.

The 'time for me' wellness trend emphasizes emotional balance through personal rituals. Pineapple's natural brightness and balanced sweetness transforms simple beverages into comforting moments of personal escape, supporting mental reset during hectic days.

PUNKY PINEAPPLE

"It bursts with bold tropical energy, combining the juicy flavour of pineapple with a rebellious twist of brightness and acidity."

Isolde Tomann, Senior Flavourist

Global flavour momentum and aromatic diversity

The beverage sector showcases pineapple's global boom: product launches featuring pineapple flavour reached nearly 500 launches in 2025, with Europe and Asia leading innovation. The flavour's versatility across CSDs, flavoured waters, mocktails, and functional drinks makes it one of the most dynamic directions heading into 2026.

Creative pairings range from pineapple-coconut for relaxation to pineapple-ginger combinations that capture the current 'swicy' (sweet-spicy) trend, and pineapple-mint for clean refreshment.

Online:

https://www.esarom.com/pr_pineapple/

About:

esarom is one of the leading suppliers of compounds, flavours and ingredients for the beverage and food industry around the world. Together with its partners and customers the company co-creates concepts that provide incomparable taste experiences and spend moments of joy.

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