

WINTER CHRISTMAS

— 25 —



CHRISTMAS 2025 FLAVOUR TRENDS | CATEGORY ANALYSIS
YEAR ON YEAR FLAVOUR COMPARISON

Christmas 25 Flavour trend predictions

Based on emerging trends from our FREDa data and other industry sources, here are the flavour trends expected for **Winter and Christmas 2025**:

Nostalgic & Comfort Flavours:

- After the continued volatility of recent years, comfort food is expected to make a big appearance, with **classic British, European and American holiday dishes** featuring flavours like **sage, nutmeg, roasted chestnuts and caramelised apple**.
- Desserts and sweet dishes will draw on **classic holiday spices** like cinnamon, nutmeg and cloves, but with modern twists such as **brown butter, bourbon infused sauces and salted caramel**.

Premium & Indulgent Flavours:

- Expect a continued emphasis on indulgence during the festive season with rich and **decadent ingredients**, such as **truffle, foie gras, aged cheeses (e.g. blue cheese or stilton) and high-quality cured meats**.
- **Alcohol-infused items** like **bourbon-glazed ham, brandy-soaked puddings and Prosecco- or Champagne-infused desserts** will grow in popularity.

Traditional Flavours with Modern Twists:

- Classics like **sage and onion stuffing, cranberry sauces and mincemeat pies** will be modernised with the inclusion of **new herbs, fruits, or spice blends**. Expect to see **sage and fig stuffing** or **cranberry with jalapeño** for a spicy kick.

Sweet & Savoury Combinations:

- Blurring the lines between sweet and savoury will be a significant trend. Items like **maple-glazed bacon, fig and cheese pairings and chilli-infused chocolates** will be included in the festive party treats and nibbles foods and snacks.
- **Savoury desserts**, such as **rosemary-infused cakes and basil ice cream**, will also appeal to adventurous eaters.

Global Fusion Flavours:

- **South East Asian and Middle Eastern influences** will continue to dominate, incorporating **gochujang (Korean chilli paste), sriracha, and sumac**.
- Expect more **fusion-inspired dishes** combining traditional European ingredients with **Asian spices**, such as **Szechuan peppercorns, miso glazes and chilli crisps**.

Spicy & Heat-driven Flavours:

- **Chilli and pepper-based flavours** are set to grow, ranging from mild, fruity warmth to intense spice. Dishes featuring **jalapeños, habaneros and sriracha** are expected to become more popular.

Predicted Key Dishes:

- **Miso-glazed ham or pork roasts with Asian-style spice rubs**.
- **Spiced rum desserts** with heavy use of holiday spices.
- **Fusion-style pigs in blankets** featuring flavours like **Asian spiced bacon or spiced lamb sausage** wrapped in pastry.
- **Caramelised vegetable-based side dishes** enhanced with **umami-rich ingredients** like **mushrooms or seaweed**.

These predictions reflect both the growing interest in global fusion and sustainable eating while keeping holiday traditions alive with indulgent, nostalgic flavours.



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Pigs In Blankets

Here is a summary of the flavour profiles from products from our FREDA database, which focuses on **Pigs in Blankets** for Christmas 2023:

Key Flavour Trends:

1. Classic Flavours Dominate:

- The majority of pigs in blankets feature the traditional combination of pork sausage wrapped in **smoked streaky bacon**, with seasoning staples like **sage**, **nutmeg** and **black pepper**.
- Retailers like **Iceland**, **Asda** and **Morrisons** all feature this classic flavour combination.

2. Cheese as a Trend:

- Cheese-infused varieties are emerging, such as **M&S's Cheesy Pigs in Blankets**, which include **cheddar** and **mozzarella**. This is part of a growing trend towards indulgence.

3. Caramelised Onion:

- Some products like **The Jolly Hog's Caramelised Onion Pigs in Blankets** bring a sweet twist with caramelised onion, complemented by **black treacle bacon** for a deep, sweet-savoury flavour blend.

4. Speciality Bacon:

- Several products feature the use of speciality bacon such as **dry-cured treacle bacon** and **maple-cured streaky bacon**, creating a more indulgent and luxurious product profile. **Waitrose** and **Tesco** are experimenting with this trend.

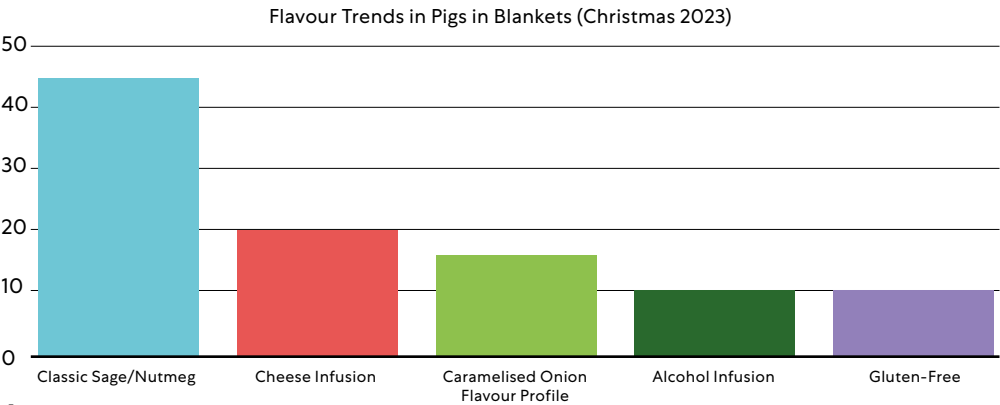
5. Gluten-Free Options:

- Many retailers are offering **gluten-free** pigs in blankets, catering to dietary preferences. **M&S** and **Asda Extra Special** are key examples.

Notable Products:

- Asda Extra Special 12 British Pigs in Blankets:** A classic with **oak-smoked bacon** and **Red Tractor certified pork**, emphasising quality and provenance.
- M&S Cheesy Pigs in Blankets:** Featuring a combination of cheeses like **cheddar** and **mozzarella**, elevating the indulgence factor.
- The Jolly Hog Caramelised Onion Pigs in Blankets:** Known for its innovative use of **caramelised onion** and **black treacle bacon**, adding depth of flavour.
- Waitrose 14 Pigs in Blankets:** Combines **smoked maple bacon** with classic pork sausage, offering a sweet twist.

These flavour profiles reflect a balance between traditional favourites and more indulgent, creative combinations for the festive season.



Pig In Blanket Comparison 2022/23

Comparing the flavour profiles between Christmas 2022 and 2023 reveals some key changes and trends in the Pigs in Blankets category for Christmas. Here's a breakdown of the differences:

Flavour Profiles (Christmas 2023):

- Sage and Onion:** A dominant traditional flavour combination, with many products featuring classic **sage**, **nutmeg** and **black pepper** seasonings in pork sausages.
- Cheese Infusion:** Growing trend of **cheddar** and **mozzarella** in pigs in blankets, adding richness to the traditional pork sausage.
- Caramelised Onion:** The inclusion of **caramelised onion** as an indulgent addition to enhance sweetness.
- Smoked Bacon:** Oak-smoked bacon wrapping sausages is a common feature across multiple retailers.

Flavour Profiles (Christmas 2022):

- Exotic Flavours:** There are newer combinations like **pork with chorizo** or **truffle flavoured sausages**, providing a more sophisticated and complex flavour.
- Alcohol Infusions:** Use of **black treacle** and **maple-cured bacon** was prevalent in 2022, such as in the **Smoked Black Treacle Bacon Pigs in Blankets**.
- Sweet and Savoury Combinations:** Sweet elements like **cranberry** and **apple** are paired with pork sausages in some products, especially during Christmas.
- Bold Seasonings:** Products with **jalapeño** and **cheddar** added a spicy and creamy element to classic pigs in blankets.
- Health-conscious Options:** More gluten-free and lower-salt products are seen across brands, especially in products marketed under premium or healthier lines.

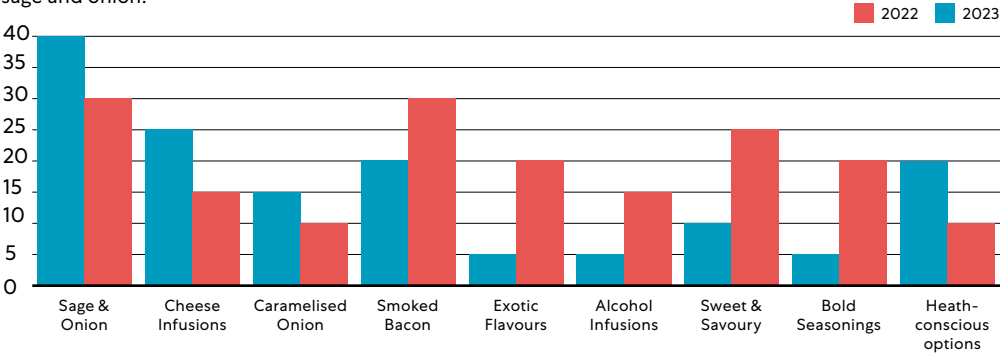
Notable Shifts:

- Innovation and Premiumisation:** Christmas 2022 sees more experimentation with exotic ingredients like **truffle** and **chorizo**, compared to Christmas 2023, which sticks closer to traditional flavours like **sage** and **onion**. This indicates a shift towards indulgence and premium offerings in earlier years.
- Cheese Expansion:** Christmas 2023 shows a broader expansion in cheeseinfused products, with both **cheddar** and **mozzarella** being used widely, suggesting a growing preference for indulgent, dairy-based flavours.
- Fruit Additions:** While both years feature sweet and savoury combinations, Christmas 2022 had a heavier focus on adding **fruits like apple and cranberry** to balance the savoury elements.
- Spice and Bold Flavours:** Christmas 2022 introduced spicy additions like **jalapeños** into the pigs in blankets, which is less common in Christmas 2023.

In summary, Christmas 2022 shows a move towards **more exotic and bold flavours**, while Christmas 2023 leans towards **traditional comfort** with slight modernisations. There's an increasing interest in **indulgent combinations**, with cheese, smoked elements and fruits driving the trends.

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This bar chart presents a comparison of flavour profiles between Christmas 2023 and Christmas 2022. It visually emphasises shifts in flavour trends, with Christmas 2022 featuring a rise in exotic flavours, alcohol infusions and bold seasonings, while Christmas 2023 places a stronger focus on traditional profiles such as sage and onion.



SUGAR & SPICE...

...and all things nice



Pigs in blankets

Spiced Apple

The combination of ginger, nutmeg and cassia with sweet apples creates an inviting, nostalgic flavour thats perfect for Autumn.

Bitter Orange & Cassia

Experience the zesty flavour of bitter orange which adds a lively citrus kick. This is perfectly balanced by the warm, spicy notes of cassia. The blend is rounded out by the tart sweetness of dried cranberries, adding a refreshing twist.

Cheese Leek & Black Pepper

The creamy, velvety cheese melts into a smooth, luxurious base, while the subtly sweet and earthy leeks lend a gentle balance to the richness. Finished with freshly cracked black pepper, with a satisfying after-burn of heat and flavour.

Spiced Apple Glazed Parsnips

The combination of ginger, nutmeg and cassia with sweet apples creates an inviting, nostalgic flavour thats perfect for Autumn.

Turkey stuffed with – Apricot & Chestnut Stuffing

Apricot and chestnut stuffing is a delightful blend of sweet, dried apricots and earthy chestnuts. This stuffing offers a perfect balance of sweetness and nuttiness, making it an ideal accompaniment for roasted meats or as a cozy side dish.

Beef Stuffed with – Cheese Leek & Black Pepper

The creamy, velvety cheese melts into a smooth, luxurious base, while the subtly sweet and earthy leeks lend a gentle balance to the richness. Finished with freshly cracked black pepper, with a satisfying after-burn of heat and flavour.

Pork Belly with – Herb & Fennel

It's aromatic, slightly sweet and earthy, making it a fantastic complement to roasted meats and holiday dishes. The fennel adds a subtle sweetness and anise-like flavour.

Ginger Marmalade Glazed Red Cabbage

A warm, spicy ginger note with a sharp, zesty kick, offering both sweetness and savoury notes. When paired with the sweet yet tangy taste of marmalade, which combines citrus with a slight bitterness from the peel, the result is a vibrant and aromatic blend that is both invigorating and comforting.

Asian Spiced Ginger Glazed Carrots

Asian Spiced Ginger combines the warming heat of fresh ginger with aromatic spices like fennel and cinnamon, creating a vibrant and complex flavour profile that enhances both sweet and savoury dishes.

Stuffing Flavours 2023

Here is a summary of the stuffing flavour trends for Christmas 2023 based on the products our FREDA database:

Key Flavour Profiles:

1. Traditional Flavours:

- **Sage & Onion** remains a classic and is heavily featured across various retailers like Tesco, Morrisons, M&S and Sainsbury's.
- **Pork with Chestnut** combinations continue to be a popular festive choice, adding richness and texture to stuffing options.

2. Sweet and Fruity Flavours:

- There is a noticeable trend toward **fruit-enhanced stuffings**, with many products incorporating:
 - **Cranberry:** Frequently combined with pork and chestnut for a festive twist.
 - **Apple & Honey:** Added sweetness and a balance of tartness, seen in both M&S and Morrisons products.

3. Premium & Indulgent Flavours:

- High-end products like M&S **Porcini Mushroom & Truffle** or Asda's **Pork, Porcini, Truffle and Bacon Stuffing** highlight indulgent ingredients, catering to the premium market.
- **Bacon-infused stuffing** also continues to be a staple, adding richness and depth of flavour.

4. Herb-driven Flavours:

- Herbal flavours such as **Thyme, Rosemary and Parsley** feature prominently across stuffing products, adding fresh, aromatic notes to traditional offerings.

5. Vegetarian & Gluten-Free Options:

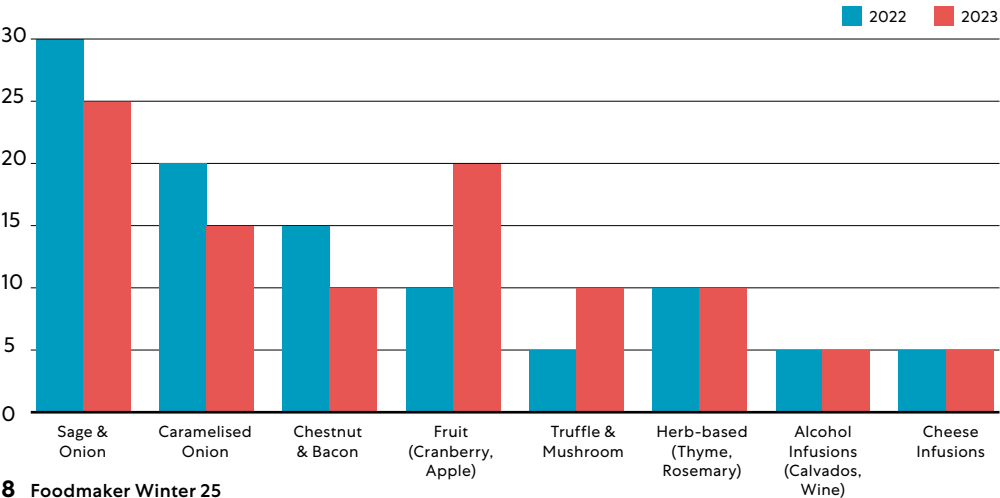
- Retailers such as M&S and Morrisons have expanded their offerings to include **gluten-free** and **vegetarian options**, like M&S's **Garlic, Sage & Red Onion Stuffing** and Morrisons' **Apple & Rosemary Stuffing Mix**.

Retailer Breakdown:

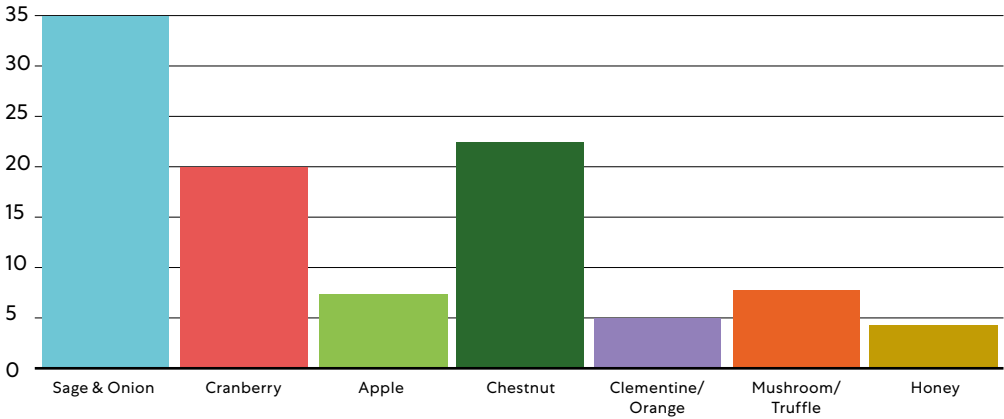
- **M&S** focuses on premium, indulgent flavours like **Porcini, Truffle and Bacon** stuffings.
- **Tesco** offers both traditional and creative combinations like **Pork, Apple and Cranberry** stuffings.
- **Morrisons** delivers rich combinations like **Pork, Chestnut and Caramelised Onion**, with an emphasis on festive fruits and indulgent ingredients.
- **Sainsbury's** sticks to more classic offerings like **Pork, Sage & Onion** but also experiments with festive combinations like **Cranberry, Orange and Chestnut**.

Overall, the trend for Christmas 2023 shows an increasing preference for **sweet-savoury combinations, indulgent premium ingredients** and a continued focus on **traditional herb-based flavours**.

Stuffing flavour comparison Christmas 2022 and Christmas 2023



Stuffing Flavour Profiles for Christmas 2023



Based on an analysis of **Christmas 2022** and **Christmas 2023** for stuffing flavours using the FREDA database, there are noticeable trends and shifts between the two years:

Flavour Trends:

1. Sage & Onion:

- 2022: Dominant with a share of 47%.
- 2023: Still dominant but reduced to 35%.

2. Cranberry:

- 2022: Had a share of 9%.
- 2023: Increased significantly to 20%, showing a rise in popularity.

3. Apple:

- 2022: Represented 10%.
- 2023: Slightly reduced to 8%.

4. Chestnut:

- 2022: Had a 21% share.
- 2023: Remains steady at around 23%.

5. Clementine/Orange:

- 2022: Had minimal presence with 3%.
- 2023: Increased slightly to 5%.

6. Mushroom/Truffle:

- 2022: Grew from a minor category to 8% in 2023, reflecting a trend toward indulgence.

7. Honey:

- 2023: Emerging with a small share, about 4%.

This data shows a clear **shift toward fruity and indulgent flavours**, with **cranberry** and **mushroom/truffle** growing significantly between 2022 and 2023. **Sage & Onion**, while still popular, has seen a slight decline and **chestnut** remains a strong flavour choice.

Summary:

- **Rising Flavours:** Cranberry, Chestnut and Truffle.
- **Declining Flavours:** Sage & Onion, Apple.
- **New Entrants:** Honey and slightly more citrus flavours (Clementine/Orange).

This reflects the trend toward **richer, more indulgent stuffing flavours** in 2023, with **fruit-forward and earthy elements** becoming more popular compared to the traditional profiles.



Party Food

Based on the data from our FREDa database for Christmas 2023, the following flavour trends in party food emerged:

Key Flavour Profiles:

1. Cheese and Dairy-Based Dishes:

- Products like Cheesy Stars, Mozzarella Sticks, Mac N Cheese Bites and Cheesy Mini Pizzas show a heavy reliance on cheese, especially cheddar, mozzarella and gouda. These ingredients are combined in various forms, highlighting indulgence as a core theme.

2. Meat-Based Savoury Foods:

- Cocktail Pork Sausages, Sticky Chicken Skewers and Mini Steak & Gravy Lattices indicate the continued popularity of hearty, meat-forward options.
- Products like BBQ Pork Belly Squares and Pulled Beef Croquettes showcase indulgent meat dishes, often featuring barbecue flavours.

3. Global and Fusion Flavours:

- There's a strong trend toward international flavours, especially Korean, Middle Eastern and South East Asian influences:
 - Korean Style Chicken Lollipops with gochujang caramel sauce and Middle Eastern Chicken Flatbreads are key examples.
- Vegetable Gyozas with Soy & Chilli Dip, Duck Samosas and Oriental Money Bags further showcase the rise of Asian-inspired party food.

4. Spicy and Bold Flavours:

- Products like Chilli Cheese Bites and Spicy Dirty Fries with Pulled Beef cater to the demand for bold, spicy flavours, often combining cheese and chilli for an extra punch.

5. Vegetarian & Vegan Options:

- An increasing trend is seen in vegetarian and vegan-friendly items like Vegetable Spring Rolls, Halloumi Popcorn Bites and Mini Naan Bites. These dishes feature a range of ingredients from halloumi, naan bread and vegetables like mushrooms, peppers and onions.

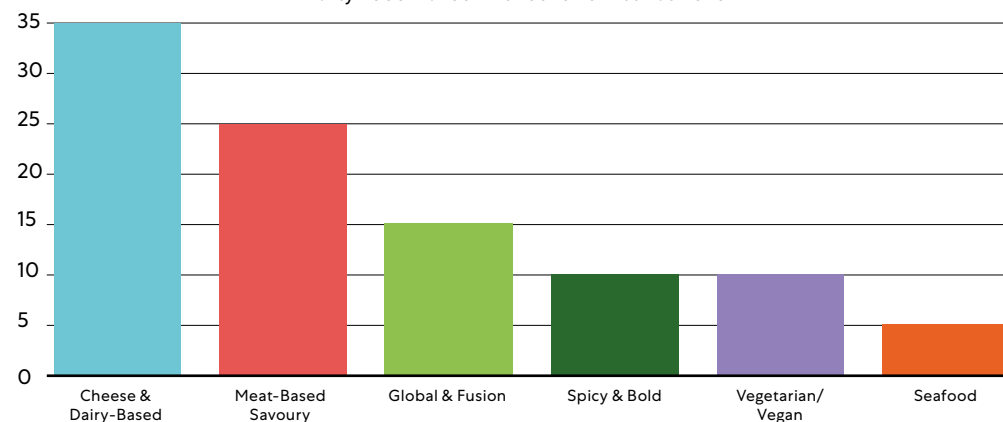
6. Seafood Flavours:

- Salt & Pepper Prawns and Duck Spring Rolls with hoisin sauce are part of a growing preference for lighter, seafood-based party foods, often featuring Asian-inspired seasoning.

Conclusion:

The party food landscape for Christmas 2023 is marked by a heavy emphasis on indulgence, with cheese and meat-based dishes continuing to dominate. However, there is a notable rise in global flavours, especially from Asia and the Middle East, offering a more diverse, spicy and bold range of products. Vegetarian and vegan options also continue to expand, catering to broader dietary preferences.

Party Food Flavour Trends for Christmas 2023



Fusion/International Flavours:

1. Korean Influences:

- **Korean Style Chicken Lollipops:** Featuring gochujang caramel sauce, which is a traditional Korean fermented chilli paste, combined with **crispy fried onions, red peppers and garlic**. This brings a combination of sweet, spicy and umami flavours typical of Korean cuisine.

2. Japanese and Chinese Inspired:

- **Vegetable Gyozas with Soy & Chilli Dip:** A popular Japanese appetiser, these dumplings are filled with a mix of **cabbage, mushrooms and sesame oil**. The accompanying **soy and chilli dip** adds a savoury and mildly spicy flavour, often found in South East Asian cuisine.

3. Middle Eastern Influence:

- **Middle Eastern Style Chicken Flatbreads:** These flatbreads feature a blend of **sumac, smoked paprika and cumin** along with **yogurt and mint dip**. Sumac adds a tart, lemony flavour, while cumin and paprika offer earthy, smoky notes, common in Middle Eastern dishes.

4. Indian Inspired:

- **Mini Naan Bites:** These bites use traditional Indian spices like **coriander, ginger and turmeric**, combined with **tomatoes and green peppers** to create a rich, savoury flavour.

5. Chinese Style:

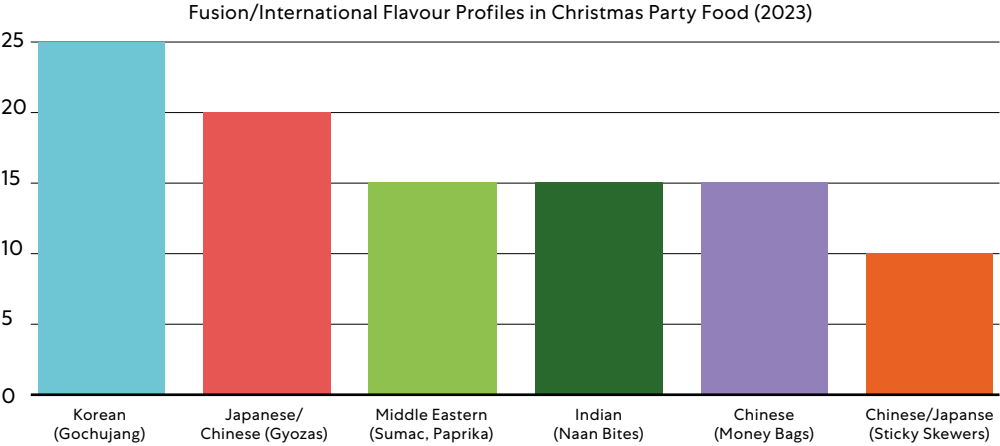
- **Oriental Money Bags:** These dim sum-inspired treats contain ingredients like **shiitake mushrooms, hoisin sauce and soy sauce**, offering a sweet and savoury balance often seen in Chinese cuisine.

Other Notable Flavours:

- **Sticky Chicken Skewers:** These skewers feature a combination of **soy sauce, ginger, garlic and rice vinegar**, all common in Chinese and Japanese dishes. This adds a sweet, tangy and umami profile to the dish.

These flavour profiles highlight the growing trend of incorporating **South East Asian, Korean, Japanese and Middle Eastern** influences into Christmas party food. These dishes cater to the modern consumer's appetite for more diverse and bold global flavours.

Here is the bar chart representing the detailed Fusion/International flavour profiles in Christmas Party Food for (2023). The chart showcases the distribution of various international influences, including Korean, Japanese, Chinese, Middle Eastern and Indian flavours.



The **Spicy & Bold** flavour trend for Christmas 2023 in party food focuses on a variety of bold and spicy elements. Here's a deeper analysis of the key sub-flavours and ingredients within this category:

Spicy & Bold Flavour Profiles:

1. Chilli & Jalapeño Flavours:

- **Chilli Cheese Bites:** These bites combine **cheddar cheese with jalapeño peppers** to create a spicy and creamy flavour profile. This type of combination is designed for those who enjoy the heat but want the richness of cheese to balance it out .
- **Spicy Dirty Fries with Pulled Beef:** These fries feature **jalapeños** combined with **beef and smoked paprika, cumin and black pepper** for a smoky, spicy and bold dish.

2. Gochujang & Korean Influence:

- **Korean Style Chicken Lollipops:** The use of **gochujang** (a Korean chilli paste) in a caramel sauce offers a balance of sweet, spicy and umami flavours. This dish reflects the growing popularity of **Korean cuisine** and its integration into party food.

3. Middle Eastern & Sriracha:

- **Duck Samosas with Sriracha & Plum Dip:** These samosas bring together **sriracha** for a hot chilli flavour, along with the sweetness of plum in the dip, creating a sweet and spicy contrast.
- **Middle Eastern Chicken Flatbreads:** While primarily Middle Eastern in origin, these flatbreads incorporate **smoked paprika, cumin and red chillies**, making them a spicy and warming dish.

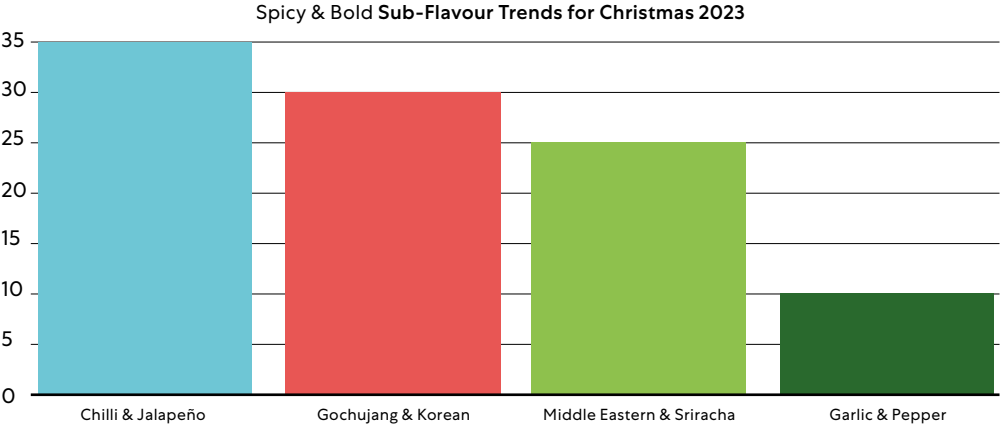
4. Garlic & Pepper Heat:

- **Sticky Chicken Skewers:** Incorporating **ginger, garlic and pepper**, these skewers lean into a bold, zesty flavour with a hint of spice. Garlic and pepper provide depth without overwhelming heat.

Summary of Sub-Flavours:

- **Chilli-based:** Jalapeños, sriracha and general chilli powder are commonly used to create heat in cheese-based and meat dishes.
- **Korean-inspired:** Gochujang appears as a key ingredient, offering a distinct spicysweet profile.
- **Middle Eastern spices:** Use of spices like smoked paprika and cumin adds boldness, combined with chilli for warmth.

These spicy and bold elements add depth of flavour to party food, appealing to those seeking adventurous, warming flavours for the festive season.





Winter / Christmas 25 Range

Product Name	Stuffing	Glaze	Sausage	Burger/ Meatball	Bakery	Veg/Potato	Fish/ Seafood
Winter Spiced Apple & Red Onion	✓						
Cranberry, Orange & Burnt Sugar	✓						
Apricot & Chestnut	✓						
Herb & Fennel		✓				✓	✓
Sage & Onion	✓	✓	✓		✓	✓	✓
Smoked Garlic	✓		✓	✓	✓		
Cheese, Leek & Black Pepper	✓		✓		✓		
Spiced Apple		✓			✓	✓	✓
Ginger Marmalade		✓	✓		✓	✓	✓
Bitter Orange, Cranberry & Cinnamon			✓		✓		
Sticky Soy,Chilli & Honey		✓			✓	✓	✓
Jalapeno Spice		✓	✓		✓	✓	✓
Asian Spiced Ginger		✓				✓	✓
Maple & Chilli		✓	✓		✓	✓	✓
Hot Honey & Ginger		✓			✓	✓	✓
Jalapeno, Honey & Orange				✓	✓		
Smoked Garlic & Chilli			✓	✓	✓	✓	✓
Chilli & Cranberry			✓		✓	✓	✓
Three Amigos				✓			

Minimum order quantities will apply.



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