

Embark on a flavor-packed ice cream JOURNEY

By Whitney Beem, PFG Marketing Director

Join us on a journey as we delve into the rich tapestry of regional ice cream trends. From the comforting flavors of the Midwest to the vibrant culinary landscape of the West Coast, each region offers a unique palate of tastes and traditions that shape the ice cream industry. Collaborating with Sophie Benson at Datassential, Parker Food Group has meticulously explored these regional nuances to uncover the trends driving innovation and delighting taste buds across the country.



WEST COAST TAKEAWAYS:

The West Coast is a trendsetter, leading the charge in adopting new flavors and culinary innovations. Our analysis of West Coast consumers reveals a rich tapestry of influences, including Central and South American flavors like Ube, Churro, and Mexican Chocolate, as well as Asian inspirations such as Taro, Chinese Mooncakes, and Japanese ingredients. Additionally, there's a growing demand for healthy and functional ingredients like Kava and Hibiscus. With establishments offering build-your-own sparkling sodas, there's ample opportunity to incorporate these diverse themes into the world of ice cream in adventurous ways.

DID YOU know?

"It's about sparking excitement and creating shareable stories. Products with nostalgia and regional roots tap into this connection with customers on a personal level and generate a buzz that lasts."



FEATURING INSIGHTS
FROM SOPHIE BENSON
Datassential Trend Expert





MIDWEST TAKEAWAYS:

Exploring the Midwest is a fun journey into dessert innovation! The region boasts classic Midwestern desserts that evoke nostalgia and comfort, harking back to grandma's kitchen. Themes of nostalgia are prevalent, bringing back beloved trends from previous generations and appealing to older consumers. Additionally, we discovered Northern and Eastern European roots like Kuchen and Kringle, alongside Midwest favorites like pies and comfort foods such as monkey bread and sugar cream pie.



SOUTH TAKEAWAYS:

In regions like the South, southern hospitality & comfort reign supreme, with classic desserts offering a unique twist. Favorites like buttermilk pie, oatmeal cream pie, and pecan pie take center stage, infused with the warmth and flavor of the region. Surprising additions of coffee flavors and a spike in Latin cuisine influences add depth to the Southern ice cream scene. By connecting regional trends to larger themes like nostalgia, ice cream developers can create memorable experiences that resonate with consumers on a deeper level.



NORTHEAST TAKEAWAYS:

The Northeast area offers a delightful blend of surprises, with Italian desserts emerging as an unexpected trendsetter. From classic European treats to old-school diner favorites like Whoopie Pie and Speculoos Cookie, nostalgia continues to thrive in this corner of the country. Interestingly, the Northeast and West Coast share a common ground with healthy and herbal trends like Cherry Blossom, Dandelion, and Violet, reflecting a coastal influence on regional flavors.



LEVERAGING REGIONAL TRENDS:

Ice cream brands can tap into regional trends across the country to innovate flavors and drive sales. We have more analysis ready to share, but for now, here are the top takeaways!

- Drawing inspiration from classic desserts unique to each region, such as sugar cream pie in the Midwest or key lime pie in the South, allows for the creation of authentic and appealing flavor profiles.
- Limited time offer campaigns featuring rotating regional flavors, like apple pie à la mode in the Northeast or Mexican chocolate in the West Coast, can capitalize on nostalgia and create excitement among consumers.
- Incorporating regional imagery and motifs into packaging and branding adds authenticity and resonates with consumers nationwide, enhancing brand appeal and driving engagement.

So, get ready to embark on an exciting flavor adventure as we uncover the secrets behind regional ice cream trends! The journey awaits – are you ready to road trip with us?

Insights sourced from Datassentials
Menu Trends 2023 and 2024.