



VKL TRENDS

- Beverages



1



**FUSION
EXPERIENCE**

2



**HEALTH &
IMMUNITY**

3



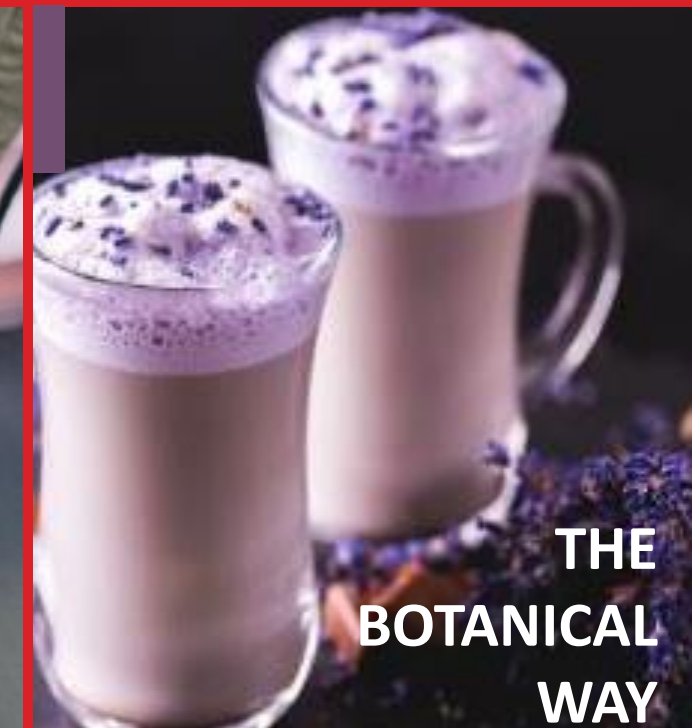
**MIXOLOGIST
@ HOME**

4



**CLEAN
LABEL**

3 in 5
Consumers interested
in experiencing new sensory
experiences



THE BOTANICAL WAY

- Lavender, Rose, leading the way
- Umami flavors complementing next level of beverage creations

2 in 3
Consumers
looking for food & beverage that
support
Immunity



TURMERIC BEVERAGES

- The Spices (Turmeric & Ginger) & Herbs (Mint & Basil) & continue to be the preferred choice
- Smart Functional Drinks
- Biotics (pre/pro), fortifications, immunity driven ingredients



2 in 5
Consumers interested in
beverage experience at
home



DIY KITS

- Home beverage kits gaining the traction
- Beverage specialists , Bartenders helping users create their own signature creations at Home

3 in 4
Consumers
pay extra For
Clean Label Ingredients



CLEAN PACKAGING

- Sustainable packaging taking the driving seat
- Low Sugar/Carb, No Artificial Ingredients, No Preservatives, Locally Produced/ Sourced



To Know More about Trends,
please contact us at dothenew@vklspices.com