



SPOTTED... JUNE 26

A sneak peek into consumer demands, flavours, and future trends, spotted in June 2026.

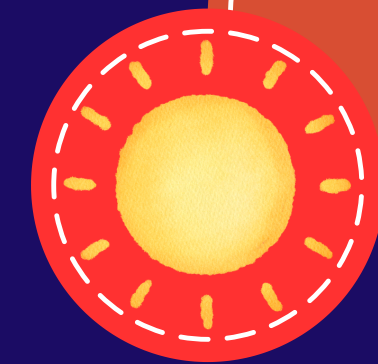
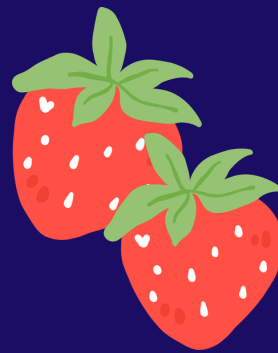
Summer Entertaining. Hot Honey. Cherry is back.

www.sleafordqf.com

Tel: +44 (0) 1529 305000



THE SUMMER HEATS UP!



A celebration of British summer rituals, elevated through premiumisation, nostalgia and social sharing.

This isn't really a "Wimbledon trend" anymore. It's becoming a broader British Summer entertaining platform that spans retail and foodservice from June through August. Consumers are increasingly recreating the occasion rather than simply buying the product. Wimbledon acts as a trigger for picnics, garden parties, sharing platters, afternoon tea and premium at-home entertaining.

Strawberries & Cream is becoming a flavour platform:

Traditionally confined to Wimbledon itself, strawberries & cream is now appearing across multiple categories. Think Strawberry dessert sandwiches, dessert dips, and sweet beers!

British Heritage meets Global Inspiration: One of the strongest dynamics is the fusion of traditional British cues with international formats. Mediterranean sharing boards are a big part of this.

Flavours that will shine through this summer include Cherry, Rhubarb, Elderflower, Pistachio and Lemon.

Dining Experiences

What style of dining experience are you most interested in for 2026?

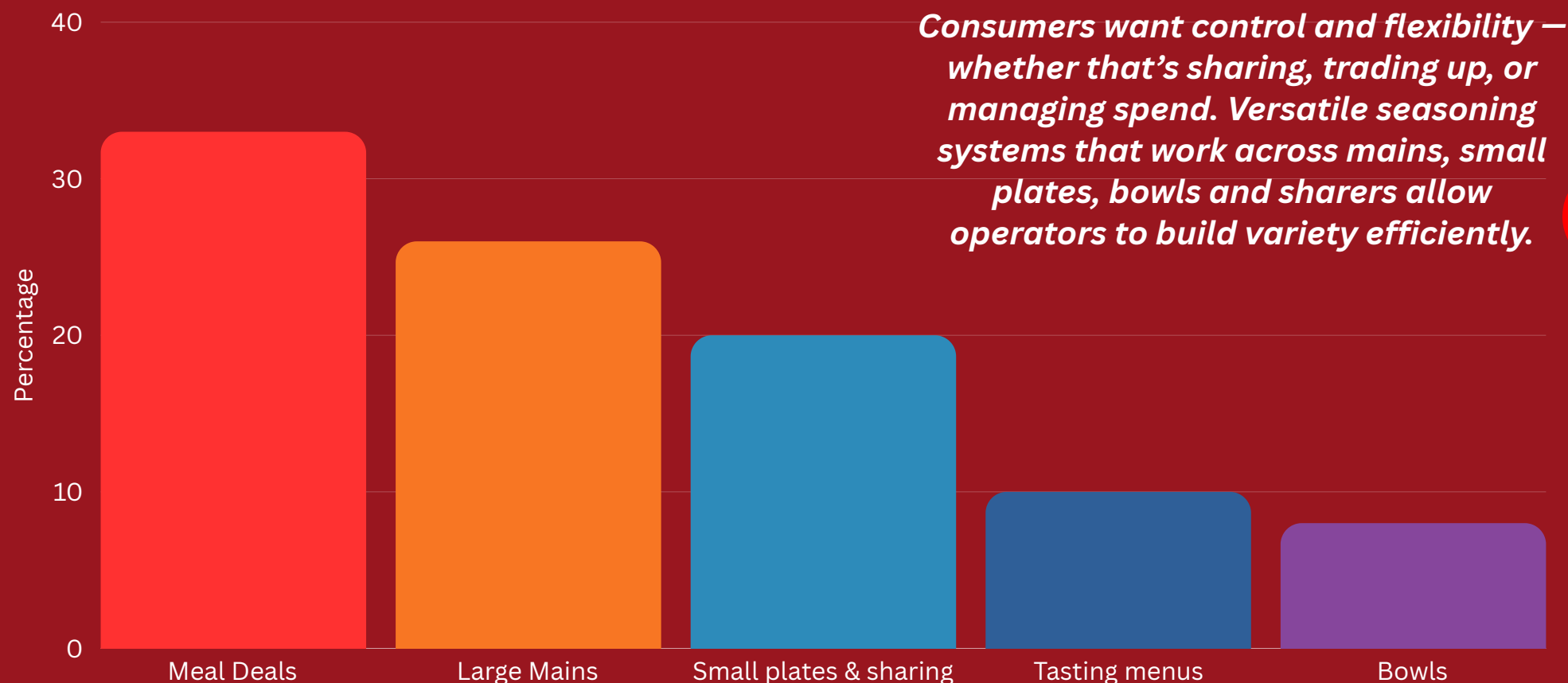
- **Relaxed casual – 46% (+65 age group is 63%)**
- **Street food style – 18%**
- **Premium casual – 17%**
- **Special occasion/ fine dining – 11%**
- **Immersive/ experiential – 6%**

Those choosing healthier options to control their weight - 25% chose the premium/casual option.

Consumers want places where they feel comfortable, welcome and unrushed. Atmosphere, friendly service, and reliability matter more than spectacle.

Seasonings and flavour systems that deliver consistent quality at scale are essential for casual and premium-casual operators looking to differentiate without increasing complexity.

What style of portion format do you prefer when eating out?



What truly matters to you when deciding where to eat out?

“Hype” has very little influence. Consumers want food that feels worth the money, every time.

- **Affordable pricing – 37%**
- **Premium quality food – 22%**
- **Portion size/ value for money – 21%**
- **Consistency – 10%**
- **Speed of service – 5%**
- **Seen on social media/ trending – 2%**

HOT HONEY SWEET HEAT



After several years of consumers looking for intense heat through sriracha, gochujang and chilli sauces, the market is shifting towards something more nuanced: balanced heat. Rather than being purely spicy, today's most successful flavour innovations combine sweetness, fruitiness, acidity and warmth to create a more approachable flavour experience.

The result is the rise of Sweet Heat, which is one of the fastest-growing flavour territories across foodservice, retail and manufacturing. Many consumers enjoy spicy food but don't necessarily want "challenge-level" heat.

Honey now signals:

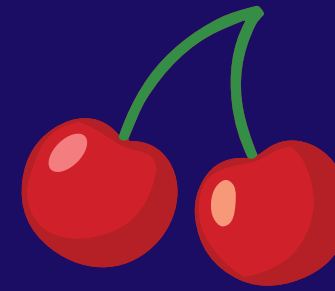
- Natural sweetness
- Premium quality
- Provenance



When paired with chilli, it creates a flavour profile that feels both indulgent and contemporary.



CERRY IN THE SPOTLIGHT



For years, cherry sat quietly in the background of flavour innovation and often confined to yoghurts, sweets and occasional seasonal products. In 2026, however, cherry is re-emerging as one of the most versatile and commercially attractive flavours across beverages, confectionery, desserts and even savoury applications.

Cherry taps into memories of:

- Cherry cola
- Pick 'n' mix sweets
- Black Forest gateau
- Cherry Bakewell
- Childhood desserts

Unlike some retro flavours, cherry still feels contemporary when paired with modern formats.

Cherry sits between fruit and dessert, making it highly versatile.