
PROVA
Extracting the Essentials
Flavor Rewind
Nostalgic tastes reimagined, and crafted for
CPG with our sweet brown expertise

WHAT'S DRIVING NOSTALGIA

CONSUMERS SEEK CONNECTION & COMFORTING FLAVORS



1 Emotional Connection *Drives Purchase Intent*

Consumers are revisiting familiar favorites, craving flavors that remind them of holidays, childhood memories, and comforting foods during times of stress.

2 Brands Bringing *Back Favorites*

Brands are reconnecting consumers with nostalgic flavors & positive memories by bringing back products from the past & offering limited edition drops.





3 Engagement *on social media*

Platforms like Instagram and TikTok fuel discovery and visibility of retro snacks and drinks.

GENERATIONAL APPEAL

NOSTALGIA CONNECTS EVERY GENERATION



GEN Z

Discover nostalgic flavors for the first time.

Revisit flavors from their childhood

MILLENIALS





GEN X

Seek out recognizable classic flavors

39% of Gen Z are drawn to brands using new and unique technology.

Datassential

58% of Gen X say a familiar flavor is important to them.

Datassential

77% of Millennials say they will purchase a product because it reminds them of their childhood.

Datassential

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TRENDING NOSTAGLIC FLAVORS

GROWTH IN SOCIAL MENTIONS YEAR OVER YEAR

+289%

Growth in social mentions across nostalgic food & beverages & **dirty soda**

Tastewise April '24-'26 | 14K People, 22k Posts 17K Restaurants

Throwback Dessert Flavors Gain Momentum

Nostalgia is evolving beyond traditional treats, with dessert-inspired profiles now appearing across beverages, snacks, and functional formats.

These flavors tap into emotional connection while bringing childhood favorites into modern, everyday occasions.

Social YoY 91%



ROOT BEER FLOAT

Social YoY 93%



CINNAMON SUGAR

Social YoY 106%



TOASTED MARSHMALLOW

Flavors: Tastewise Growth in Social Mentions Food & Beverage | April '24-'26 | 536K People, 1.1 M Posts 68K Restaurants

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WHY PROVA?

SWEET BROWN EXTRACTS & FLAVORS SINCE 1946

80 Anniversary Celebration | PROVA
SWEET BROWN EXTRACTS & FLAVORS SINCE 1946

OUR CORE RANGE



VANILLA



COCOA



COFFEE



CARAMEL

We are a 3rd generation family-owned business with over 80-years of expertise. As PROfessionals in VAnilla, PROVA remains your natural choice for **sweet brown extracts & flavors**.

From flavor matching to new flavor development, we create tailored flavor solutions alongside our team of flavorists and culinary-driven R&D experts. Backed by trend insights and sensory expertise, we help bring your next innovation to life.

Nostalgic FLAVOR INPSIRATION

- Vanilla Cookie
- Butterscotch
- Root Beer Caramel
- Cinnamon Toast Crunch
- Toffee Bar
- Creamy Orange
- Peanut Praline
- Bananas Foster

Ready to bring nostalgia to your next innovative creation?

Request a sample or book a demo to experience three of our trending profiles:

Flavor Rewind

• ROOT BEER CARAMEL • CHOCOLATE CITRUS •
• VANILLA CHERRY SODA •

REACH OUT TO US TODAY!

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