

NACTAROME

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flavours

BY NACTAROME

THE HARD SELTZER TREND

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The Hard Seltzer trend has come to us straight from the US and now meets a great success all over the world. This new drink category is booming (+200% of product launches between 2019 and 2020 worldwide) as it perfectly meets major consumers' expectations: treat themselves thanks to natural and healthier products.

The recipe of this worldwide success is simple: a blend of sparkling water and alcohol, a small sugar content and a fruity and refreshing aromatic profile. Depending on their composition and on the alcohol base used, Hard Seltzers can be defined as hybrid concepts combining soda, cocktail and beer characteristics.

The search for fresh and natural notes









The aromatic signature is the main characteristic that will make your Hard Seltzer unique and innovative. The most popular flavours of this category are fruity notes, in particular citrus, red fruits, exotic fruits and water fruits with an aromatic profile which has to be as similar as possible to the real fruit.

What about Asia?

'Chu-ai', 'Highball' also known as Hard Soda, these products have an alcoholic base generally composed of vodka, whisky or rice alcohol. Melon, yuzu and pink grapefruit are the most appreciated flavours, especially by the Millennial Generation.

OUR COLLECTION

Our taste experts formulated a whole range of natural aromatic signatures dedicated to Hard Seltzer category, taking into account country-specific preferences. From classic references to original and sophisticated ones, these solutions will allow you to create products adapted to your brand strategy.

FRUITS	SIGNATURES
 Citrus	 Peppers
 Red fruits	 Chilis
 Exotic fruits	 Flowers
 Water fruits	 Herbs & plants