

FLAVOR SPOTLIGHT:

TANGERINE CRÈME

McCormick Flavorsolutions

The classic, cool and creamy taste of orange creamsicle brings back nostalgic, childhood memories. With a boom in nostalgic foods in the culinary world and on grocery shelves, there is an opportunity to revive the flavor of the classic frozen treat with a fresh twist. With a more subtle sourness than an orange but still sweet flavor, the tangerine is the perfect choice for reimagining the citrus dessert. Paired with notes of cream vanilla ice cream, a tangerine creamsicle profile is a comforting taste for all generations!

TREND SIGNALS

77%

of consumers love or like tangerine.
Datassential, Consumer preferences, US

73%

of consumers are extremely interested or very interested in
orange creamsicle as a flavor for summer.
McCormick Flavor Solutions U.S. Seasonal Survey, 2025

FROM OUR EXPERTS

“Orange crème is taking over the market as nostalgia continues to reign. For a fun twist, I blended a tangerine flavor with a vanilla ice cream flavor to create a tangerine crème profile. The tangerine flavor offers freshness while the vanilla ice cream flavor provides a creamy attribute. The flavor is reminiscent of enjoying a frozen citrus treat on a hot summer day. Try it in beverages, desserts, bakery and more!”

Izzy Granowicz, Associate Scientist

Vanilla Ice Cream
Liquid WS 936.5059D

+

Tangerine
Liquid WS 921.2042D



Contact us or [click](#) to request **FREE** flavor samples.