

STRAWBERRY FLAVOR WHEEL

Imbibe's flavor lexicon helps teams streamline communication and accelerates the development process so you can get to a great-tasting, end result, faster.



DESCRIPTOR DEFINITIONS

Term	Characteristics
Candy-like	Certain notes exaggerated to make the flavor taste more like candy; may include cotton candy, brown notes, sugar-like notes and often done to induce nostalgia or make more kid-friendly
Cooked	Food that has been heated, from lightly caramelized to burnt
Creamy	Heavy cream or other similar dairy products
Fruity	Flavors typical of fruits, usually sweet estery aromas with sweet or somewhat sour tastes
Green	Green leaves, unripe fruit, stems, or vegetables
Jammy	Fruit jams, containing brown nuance similar to that produced when reducing fruity and sugar with heat, from lightly caramelized to mushy or overcooked
Ripe	Food that has aged; for fruit, this is associated with a drop in green compounds and increase in esters
Seedy	The taste of seeds found in certain fruits, nuts, pits, slightly woody
Sweet	Sugary sweetness

Cut down the time it takes to get your flavor just right by relying on Imbibe to thoughtfully craft your flavors, whether we develop your entire product, or simply supply the characterizing flavors: marketing@imbibeinc.com



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