



CHOCOLATE



Everybody loves Chocolate (well, 96.873% of everyone on planet earth does) and for good reason too. Chocolate flavors can range from warm and rich, to mellow and creamy; to delightfully bitter, smoky, and even fruity. The bitter cacao beans produce both the cocoa powder and cocoa butter the provides the base of all chocolates. Varying the amount of sugars and fats, along with the addition of other ingredients, give chocolate lovers the wide range of taste experiences they love. Available in both natural and artificial flavor systems, chocolates are a key flavor for many products.

COMMON FLAVOR ATTRIBUTES

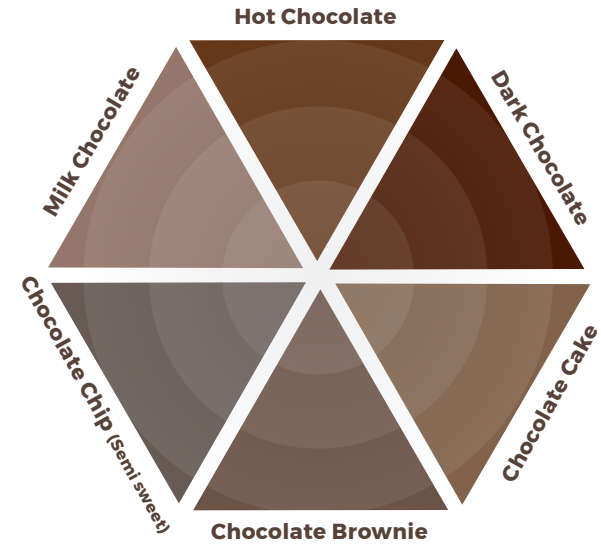
Milk Chocolatey (Creaminess)
Dark Chocolatey (Bitter)
Sweetness (bitter-sweet/semi-sweet/syrup-sweet, etc.)

Roasted (smokiness)
Cinnamon
Mocha (Hints of Coffee)
Vanilla-ness



CHOCOLATE

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VANILLA



Vanilla often gets a bad rap. "Plain Vanilla," they say with mocking in their voice, "Boring Old Vanilla." Well, that's just unfair. Vanilla may be subtle, but it is a powerful base flavor that accentuates the taste of so many good things. Clean, smooth, floral, buttery, are just a few of the adjectives that are frequently used with this popular flavor. Available in both natural and artificial flavor systems, silky soft vanillas are a required flavor across hundreds of product lines.

COMMON FLAVOR ATTRIBUTES

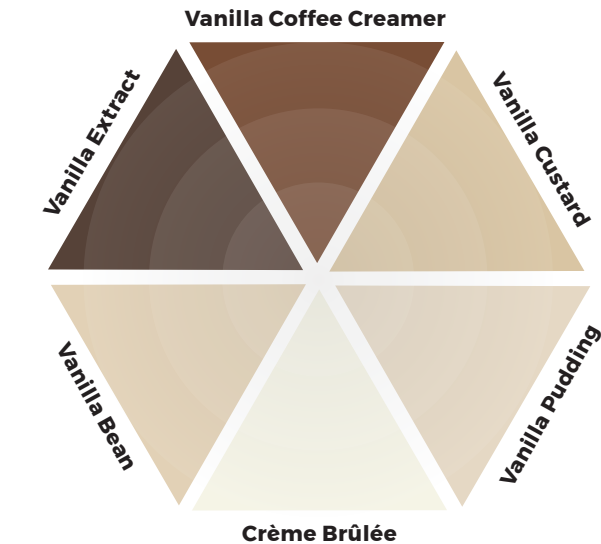
Smooth
Floral (perfumey)
Citrus (Lemon)
Butter Cream (Buttery)
Sweetness

Vanilla Bean
Chemical (like paint thinner)
French Vanilla
Vanilla Cream



VANILLA

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STRAWBERRY



In a word—summer. Strawberries exude the sweet, juicy, red-ripe, sun-drenched flavor of summer. The varying degrees of “delicious ripeness” makes strawberry flavors so versatile. Strawberry flavors are delicious as a tart, tangy, berry experience—as they are as a ripe, rich, creamy drink. Available in both natural and artificial flavor systems, wonderfully different strawberries are a “must have” to maximize product variety.

COMMON FLAVOR ATTRIBUTES

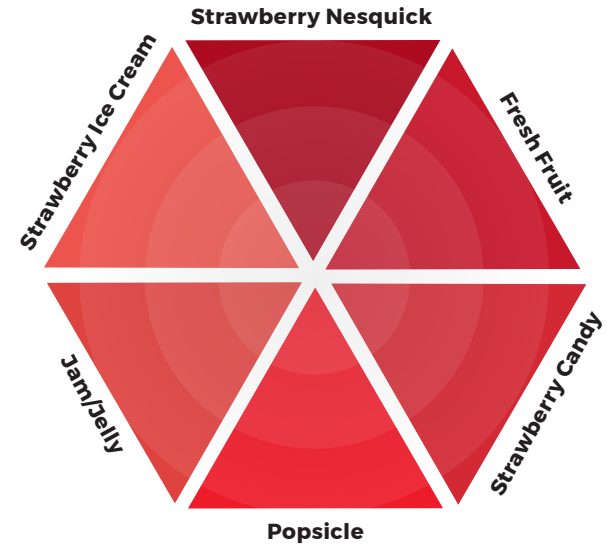
- Candied
- Cooked (like upside-down cake)
- Floral (perfumey)
- Overripe (rotten)
- Real Fresh Fruit
- Ripe

- Tart (sour)
- Sweet (like hard Candy)
- Sweet aftertaste (intense lingering)
- Unripe (green fruit)



STRAWBERRY

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RASPBERRY



Picking fresh raspberries is almost as fun as eating them. These delectable summer gems come from a family of berries known as “Brambles” and there are as many varieties as there are tastes and colors: Cascade Delight, Boyne, Royal, Killarney, Fall Gold, just to name a few. If you can remember the experience of feasting on a bramble, we can help you re-create it. Available in both natural and N&A flavor systems.

COMMON FLAVOR ATTRIBUTES

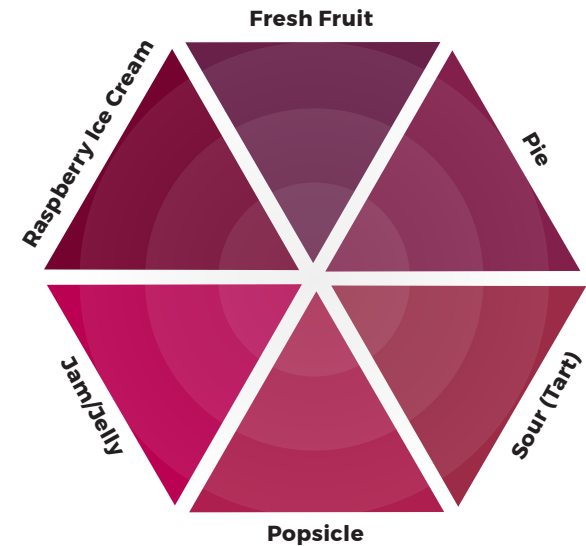
- Sweet
- Cherry
- Floral (perfumey)
- Fresh Fruit
- Cooked, Jammy (like pie filling)
- Like Liqueur

- Ripe
- Seedy
- Soapy
- Sweet like Candy
- Sour (Tart)



RASPBERRY

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Raspberry flavors are the “bomb!” (Seriously, they are. What do you think makes cherry bomb pop popsicles so darned good? Yep, the blue raspberry.) “Wait a minute,” you say, “Blue Raspberry isn’t even a real berry.” Fair enough, but that’s what makes raspberry flavors so amazingly versatile. Available in both natural and artificial flavor systems, Raspberry flavors (even make-believe ones) are a powerful flavor in your flavor library.

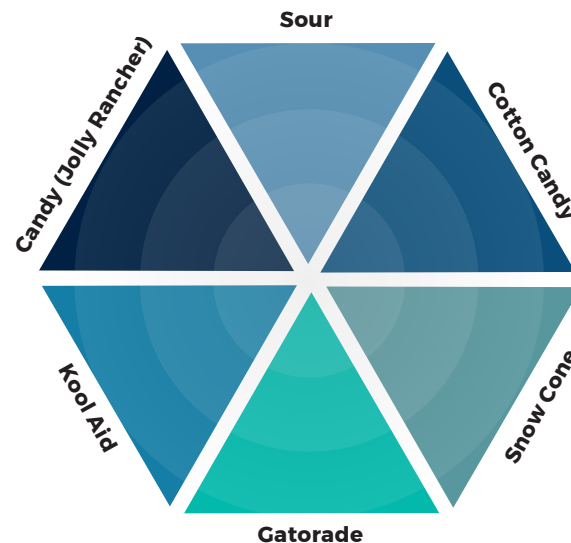
COMMON FLAVOR ATTRIBUTES

- | | |
|---|-------------------------|
| Sweet | Ripe |
| Cherry | Seedy |
| Floral (perfumey) | Soapy |
| Fresh Fruit | Sweet like Candy |
| Cooked, Jammy (like pie filling) | Sour (Tart) |
| Like Liqueur | |



BLUE RAZZ

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Bold in color. Bold in flavor. We cannot tell a lie, Cherry flavors are always a hit. Ranging from a mouth-puckering tangy and sour to succulently sweet flavor explosions, Cherry flavors deliver across a wide spectrum of product types. Available in both natural and artificial flavor systems, Cherry flavors can add that punch of sour or sweet to any number of products.

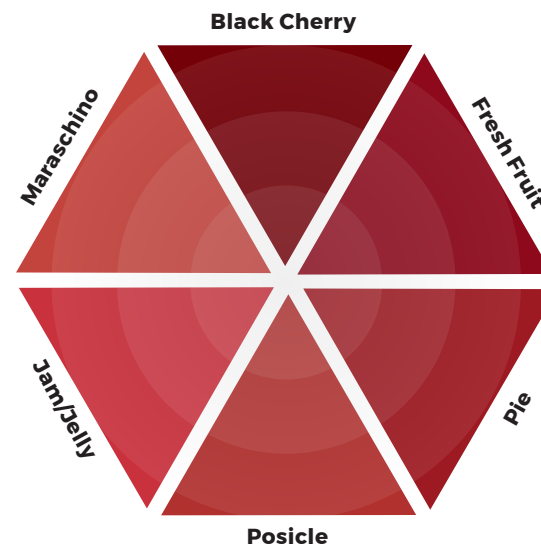
COMMON FLAVOR ATTRIBUTES

- | | |
|---|-------------------------|
| Sweet | Ripe |
| Cherry | Seedy |
| Floral (perfumey) | Soapy |
| Fresh Fruit | Sweet like Candy |
| Cooked, Jammy (like Pie filling) | Sour (Tart) |
| Like Liqueur | |



CHERRY

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As American as, well, Apple Pie. With over a dozen different Apple varieties in most grocery stores, Americans love their Apples. Blended with creamy, vanilla, cake and crumbly flavors, Apple flavors are a dessert favorite. By themselves, Apple flavors can add a crisp and cool sensation to any number of products. Available in both natural and artificial flavor systems, Apple flavors are a national obsession.

COMMON FLAVOR ATTRIBUTES

Sweet
Red Delicious
Astringent (earthy)
Buttery
Cooked
Juicy

Like Granny Smith
Like Jolly Rancher candy
Mealy
Tart (acid)
Unripe (Green)
Waxy



APPLE

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Here come the sun! Orange juice = a good morning. Lemonade = a hot summer day. Citrus flavors bring sunshine straight to your taste buds, and who doesn't want that! Available in both natural and artificial flavor systems, Citrus flavors can bring a burst of sunshine into just about any product you can imagine.

COMMON FLAVOR ATTRIBUTES

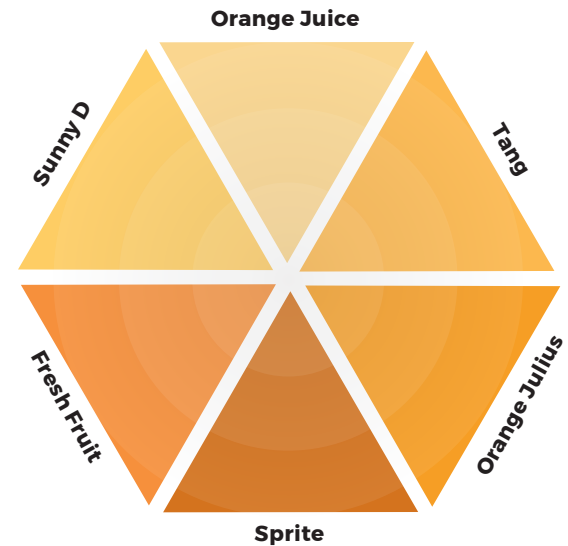
Lemon Merengue
Buttery (like Lemon curd)
Candy
Cooked (like Pie Filling)
Floral (perfumey)
Fresh Juice
Lemongrass
Lime

Over-ripe
Oxidized (like paint thinner)
Peely (rindy)
Sour (Tart)
Sweet
Camphoric (like eucalyptus)
Floral
Piney



CITRUS

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TROPICAL



If the flavor in that product instantly transports you to a stunning beach view, with lush vegetation all around, and a soft melody of a hula in the distance... yep; that's Tropical. Some say it's closely related to "magical," but usually a bit warmer and more exotic. Available in both natural and artificial flavor systems, Tropical flavors will sweep your customers to their happy place faster than you can say, "Aloha!"

COMMON FLAVOR ATTRIBUTES

Sweet

Coconut Cream

Floral (perfumey)

Fresh Fruit

Cooked, Jammy (like Pie filling)

Like Liqueur

Ripe

Seedy

Soapy

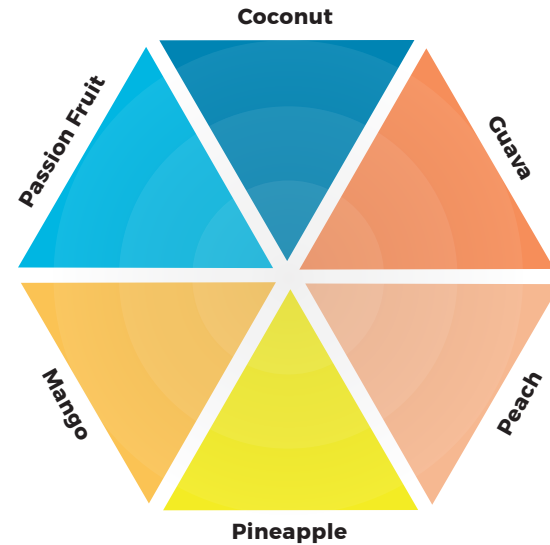
Sweet like Candy

Sour (Tart)



TROPICAL

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FRUIT PUNCH



Talk about a versatile flavor! It's "fruity" and "tastes like punch" all at the same time. Meaning that depending on how you like your fruit punch, it can taste like just about any combination of all your favorite fruit flavors. Our fruit punches are available in both natural and artificial flavor systems. And come in a wide variety of fruity flavors.

COMMON FLAVOR ATTRIBUTES

Sweet

Cherry

Citrus-like

Floral (perfumey)

Fresh Fruit

Cooked, Jammy (like Pie filling)

Like Liqueur

Ripe

Seedy

Soapy

Sweet like Candy

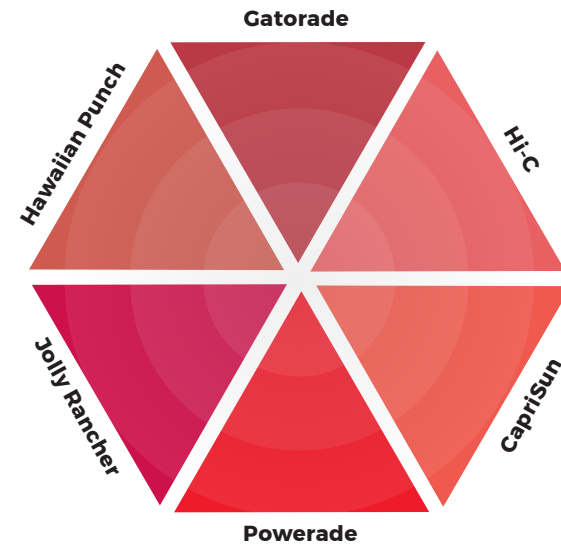
Sour (Tart)

Tutti Fruity



FRUIT PUNCH

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There is a reason that the humble grape has an entire industry built around its cultivation and processing. Grapes even get their own vocabulary! Name me one other fruit that has a special name for an expert (a sommelier) in the choosing the right “vintage” of fermented juice. Grape flavors can range from crisp whites, to jammy concords, to candy-licious treats. Available in both natural and artificial flavor systems, Grape flavors should have a reserved place on your flavor menu.

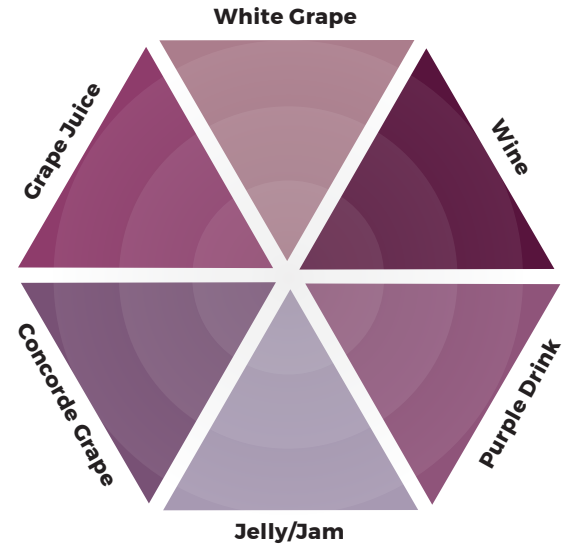
COMMON FLAVOR ATTRIBUTES

- | | |
|---|-------------------------|
| Sweet | Ripe |
| Cherry | Seedy |
| Floral (perfumey) | Soapy |
| Fresh Fruit | Sweet like Candy |
| Cooked, Jammy (like Pie filling) | Sour (Tart) |
| Like Liqueur | |



GRAPE

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Just the pleasant sound of a solid “thump” on the outside of melon can start the mouth watering. Each type of melon brings it’s own delicious blend of sweetness with what can only be described as “melon-y-ness.” Available in both natural and artificial flavor systems, Melon flavors can bring a taste of summer into any product.

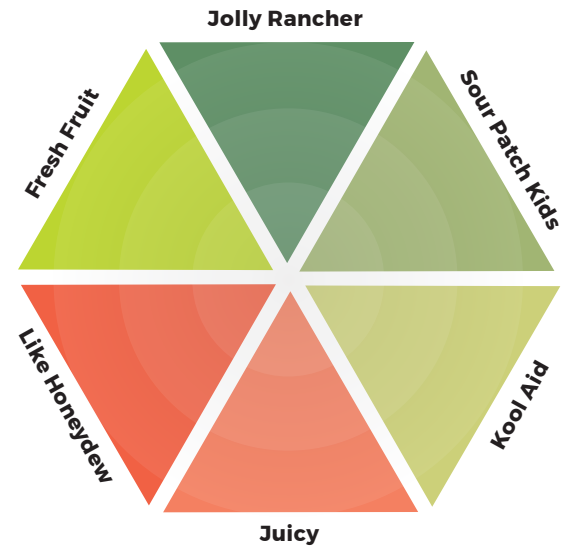
COMMON FLAVOR ATTRIBUTES

- | | |
|------------------------|----------------------------------|
| Watermelon | Like Jolly Rancher |
| Like Candy | Overripe, Rotten, Pickled |
| Chemical | Pulpy |
| Fresh fruit | Rindy |
| Juicy | Sweet |
| Like Cantaloupe | |



MELON

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OTHER FRUITS



If you can picture yourself biting into a fresh _____ and enjoying the taste as the juice rolls down your chin... we can make it for you. That perfectly ripe _____ tastes even better when mixed with your favorite _____. You get the idea. Available in both natural and artificial flavor systems, _____ are a powerful flavor in your flavor library.

COMMON FLAVOR ATTRIBUTES

Sweet

Cherry

Floral (perfumey)

Fresh Fruit

Cooked, Jammy (like Pie filling)

Like Liqueur

Ripe

Seedy

Soapy

Sweet like Candy

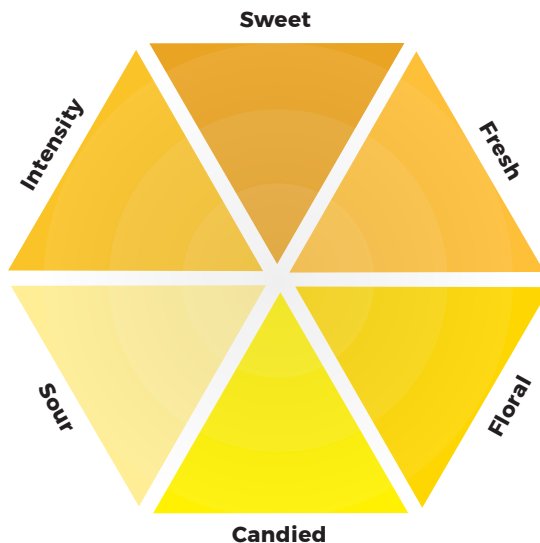
Sour (Tart)

Apricot Fresh



OTHER FRUITS

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CANDY



Admit it. You have a favorite candy. We all do. Perhaps it's one of those brands of candy we aren't allowed so mention by name, so we call them other things like: "Red Chewy Fish" or "Sour Tart Gummy Bites." Or maybe it is a more old-school classic like: Cotton Candy or Bubble Gum. Either way, we've got lots of flavors available in both natural and artificial flavor systems. Yep, we've got your Candy crush flavors covered.

COMMON FLAVOR ATTRIBUTES

Sweet

Cherry

Floral (perfumey)

Fresh Fruit

Like Liqueur

Carmel

Buttery

Creamy

Vanilla

Sweet like Candy

Sour (Tart)



CANDY

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