

THE SENSAPURE TASTING ACADEMY



sensapure
FLAVORS

At Sensapure, we believe that talented-tasters are made, not born.

What is the Sensapure Tasting Academy?

OK, we admit it. We want all of our clients to be great taste testers because it makes our job easier. But we also think that the science of flavor and taste is just plain amazing, and we love sharing as much as we can about how great flavors are made. The Sensapure Tasting Academy are custom tailored experiences for your team to learn more about flavors, tasting, and how the senses drive our emotional purchase decisions.

Why it matters?

The Sensapure Academy can help you and your team learn from our flavor chemists about the world of taste. The more your product development group understands about the nuances of flavor and ingredients, the better their work will be. The more your executive team learns the language of tasting, the better their feedback will be. Learning how we perceive flavors and using consistent language to describe our own experience helps all of us better share our customers' taste experiences.

What topics do we cover?

- **Defining Flavor:** What is flavor? Learn how flavor is influenced by all our senses.
- **Commonly Used Ingredients:** Sweeteners, acids, gums, colors, and flavors.
- **Taste Technologies:** Enhancing, masking, aroma, plated, spray dried, encapsulated, etc.
- **Nutraceutical Flavoring Challenges:** Proteins, naturals, active ingredients, and stability.



- **Regulations and Labeling:** How the FDA classifies flavors and the required label disclosures.
- **The Language of Flavors:** Common flavor descriptors help communicate our individual perceptions about flavors.

Ask your partnering manager how your team can participate in upcoming Sensapure Tasting Academy classes.

SAMPLING OF FLAVOR KEYS

Hundreds of unique flavors available
in NAT, N&A and ORGANIC

Apple



Apple Pie
Golden Delicious
Granny Smith
Red Delicious

Alcohol Inspired



Brandy
Irish Cream
Rum
Rum & Coffee
Tequila
Whiskey

Baked Goods



Butter
Cake Batter
Cake Crust
Churro
Condensed Milk
Cookie Dough
Cookies + Cream
Danish Streusel
Doughnut
German Chocolate Cake
Graham Cracker
Malt
Milk Crumbs
Strawberry Shortcake

Berry



Blueberry
Blackberry
Raspberry
Black Currant
Elderberry

Blue Raspberry



Blue Raspberry
Blue Raz Popsicle

Candy



Bubble Gum
Cherry Bubble Gum
Cherry Popsicle
Cotton Candy
Grape Bubble Gum
Marshmallow
Orange Creamsicle
Orange Slice
Peach Rings
Red Fish
Rocket Popsicle
Sour Gummy Worm
Starfruit Candy

Cherry



Black
Fresh
Maraschino

Chocolate



Brownie
Dark
Fudge
Hot Chocolate
Milk
Rich Chocolate

Citrus



Blood Orange
Clementine
Grapefruit
Lemon
Lime
Orange
Tangerine

Fruit Punch



Candy
Cherry
Citrus Bubble Gum
Tropical Punch
Tutti Fruity

Grape



Concord
Tart
White Grape

Melon



Cantalope
Golden Honeydew
Honeydew
Watermelon

Nut (allergen free)



Almond
Almond Cream
Cashew
Hazelnut
Roasted Almond
Walnut

Other Fruits



Acai
Apricot
Banana
Nectarine
Passion Fruit
Plum
Pomegranate

Strawberry



Creamy
Fresh
Jammy
Ripe
Tart

Sodas



Cola
Cream Soda
Ginger Ale
Lemon Lime
Orange
Rootbeer

Tropical



Dragon Fruit
Guanabana
Guava
Kiwi
Mango
Passion fruit
Peach
Pineapple
Starfruit

Vanilla



Creamy
Custard
Extract
French
Ice Cream
Vanilla Bean

Other



Butter Pecan
Buttered Popcorn
Caramel
Cinnamon
Coconut
Cream
Ginger
Hibiscus
Honey
Pumpkin Spice
Rice
Tea
Toffee
Yogurt

New & Noteworthy

Black Pepper
Chamomile
Jostaberry
Lavender
Limequat
Pineberry
Pluot
Tanger

Flavor Enhancers

Bitter Blockers
Fresh Flavor
Sweetness Enhancers

For Remote Sensory
Lab Testing, try the
Sensapure App:
sensapure.com/app

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