



Tricks & Tips: Delivering a Fresh Fruit Flavor

Creating fruit flavors that pop and deliver an authentic taste experience doesn't need to be hard. Our experts excel at crafting fruit profiles that capture any stage of ripeness, variety, or cooked nuance to achieve the ideal fruit-forward flavor.

Check out these considerations from our experts on how to deliver the right fruit flavor in your product:

- **Need to restore freshness?** Due to processing, fruit powders, purees, and juice concentrates often develop cooked fruit notes. Incorporating a fruit flavor can help restore freshness and authenticity.
- **Overcome cooked notes:** Products with pronounced sweet brown notes can create a cooked fruit perception. Collaborate with a flavorist to select a fruit profile that balances or overcomes these notes.
- **Meet label requirements with Natural, Organic, Halal, NGMPV, and Alcohol-Free solutions.** From fresh to candied, extensive fruit libraries make it easy to achieve your desired flavor in any solubility.
- **Explore Extracts:** Extracts might be an option to help add brightness and, at lower levels, lift overall flavor.

Expanding Your Toolkit: Background Flavor Enhancements....

- Boost the perceived fruitiness and freshness of the named fruit with a **juicy enhancer**. **Sweetness modulators** amplify sweetness which create the perception of more fruit flavor.
- Fruits which lean sour or juicy may benefit from a **sour enhancer** to boost the impact. **Flavor modifiers** enhance mouthwatering sensations which emulate the natural acidity of fresh fruit.

Achieve True-to-Fruit Flavor with TrueTaste®

- Our patented liquid-to-powder conversion technology, TrueTaste®, provides greater flavor impact and aroma than a regular spray dried flavor
- Retain fresh and floral notes often lost in standard spray-dried flavors.

Ready to yield great results with authentic fruit flavor?

Reach out to discuss or request a flavor sample.

 **Flavorsolutions**

www.McCormickFlavor.com | 630-578-8600



“The reason a product developer would use a fruit extract or flavor is to bring freshness and versatility in their products.”

- Thomas Kountz, Clean Flavor Chemist