FLAVOR SPOTLIGHT:

POMELO

Flavorsolutions

At first glance, the pomelo might be mistaken for a very large pear; however, the Southeast Asian fruit is a large pale green citrus that often grows in a teardrop shape and can reach the size of a melon! Grown in tropical climates, the taste is described as sweet and like a mild grapefruit. Pomelo is a perfect flavor to appeal to consumers' desire for novel taste experiences. Try pairing with a more familiar fruit flavors to balance something consumers already know with something new and unique to create 'approachable adventure'.

TREND SIGNALS

U.S. **+50%** CANADA **+37%**
projected growth of POMELO on menus.
Datassential, '25-'29

U.S. **+10%** CANADA **+9%**
increase in avg. monthly Pomelo Google searches, '23-'24.
Google Search Data via BrightEdge

FROM OUR EXPERT

"For a mild citrus flavor, consider the pomelo. It offers the bright, juicy character of citrus without the sharp bitterness of grapefruit. Instead, its sweet, flesh notes are reminiscent of orange, making it an approachable choice for those who find grapefruit too intense, yet still appreciate the refreshing qualities shared by both fruits.

Pomelo flavor would taste great in carbonated beverages, alcoholic mixers, flavored waters and more!"

Laura Partida, Principal Flavorist

Contact us or click to request a **FREE** POMELO flavor sample.