83%
of consumers are interested/ extremely interested in PASSION FRUIT flavor for sweet products.*

Flavor Spotlight
Passion Fruit

Passionfruit is widely recognized for its bold, expressive flavor and is commonly found across juices, desserts, dressings, and cocktails. Native to South America, it has a signature sweet-tart profile, often described as a combination of citrus, guava, and pineapple with subtle aromatic and floral nuances that set it apart from other tropical fruits.

From our experts

"Passion fruit delivers a **vibrant sweet–tart tropical profile with delicate floral notes and a bright, refreshing feel**. Because many consumers are less familiar with its standalone flavor, it performs best when paired with more recognizable fruits like orange and guava to enhance approachability and drive appeal."

- Beth Julian, Principal Scientist

Pairing ideas:

Passion Fruit + **Blood Orange, Lime, Calamansi Guava, Pineapple, Mango**

McCormick Flavorsolutions

Contact us or click to request a FREE PASSION FRUIT flavor sample.

**McCormick Fruit Flavor Study; Nov 2025 n=1000*