



Flavor Spotlight

Lychee

As global flavors gain traction in North America, lychee offers an accessible way to explore Asian-inspired profiles. While a brief harvest season makes fresh lychee a rarity, this delicacy is available in canned and juice forms year-round. Native to the East, lychee's distinct sweet, floral character brings premium appeal to adult beverages such as canned cocktails, while also adding fresh differentiation to soft drinks, confections, and baked goods.

From our experts

"Lychee delivers a light, juicy flavor with delicate floral notes and a subtle tartness that creates a **bright and refreshing taste experience**. Its light profile works especially well in applications like sports drinks, energy drinks, lemonades, teas, and flavored waters.

In our **Pink Lemonade Peachy Lychee hydration drink**, lychee's floral tartness complements the bright lemon and juicy peach, creating a balanced and refreshing flavor profile."

- Stephany Peña | Associate Product Marketing Manager

U.S. Canada
33% **19%**
increase in avg. monthly
LYCHEE FRUIT Google
searches, '24-'25.
Google Search Data

Pairing ideas:

Lychee + Lime, Lemon, Peach, Kumquat, Cloudberry, Coconut

 **Flavor**solutions

Contact us or [click](#) to request a **FREE LYCHEE** flavor sample.