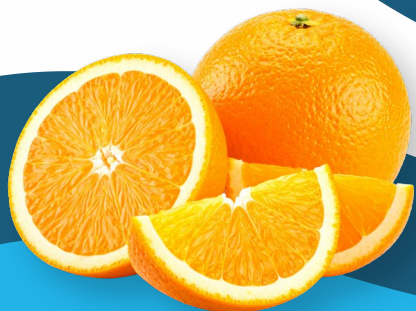


Orange Flavor Wheel

Imbibe's flavor lexicon helps teams streamline communication and accelerates the development process so you can get to a great-tasting result faster.



Descriptor Definitions

Term	Characteristic
Juicy	Succulent flavor, like from juicy/ripe fruit.
Peely	Reminiscent of cutting into a fruit peel.
Candy-like	Exaggeration of certain notes to make the flavor taste more like candy; may include cotton candy, brown notes, sugar-like notes and often done to induce nostalgia or make more kid-friendly.
Floral	Characteristic notes from flowers/flower petals like jasmine or lavender, slightly perfumy.
Fresh	Characteristic of uncooked fruit.
Terpeney	Like limonene with a slightly solvent-like taste.
Creamy	Characteristic of heavy cream or other similar dairy products.
Powdery	Slightly floral and perfumy quality or characteristic of tablets (powdery like a vitamin tablet).
Fleshy	Characteristic of the fleshy part of the fruit (as opposed to skin, peel, seeds, etc.).
Tart	Acidic, sour.

Reduce the time it takes to perfect your flavors by relying on Imbibe to thoughtfully craft them, whether we develop your entire product or simply supply characterizing components: marketing@imbibeinc.com



Imbibe[®]