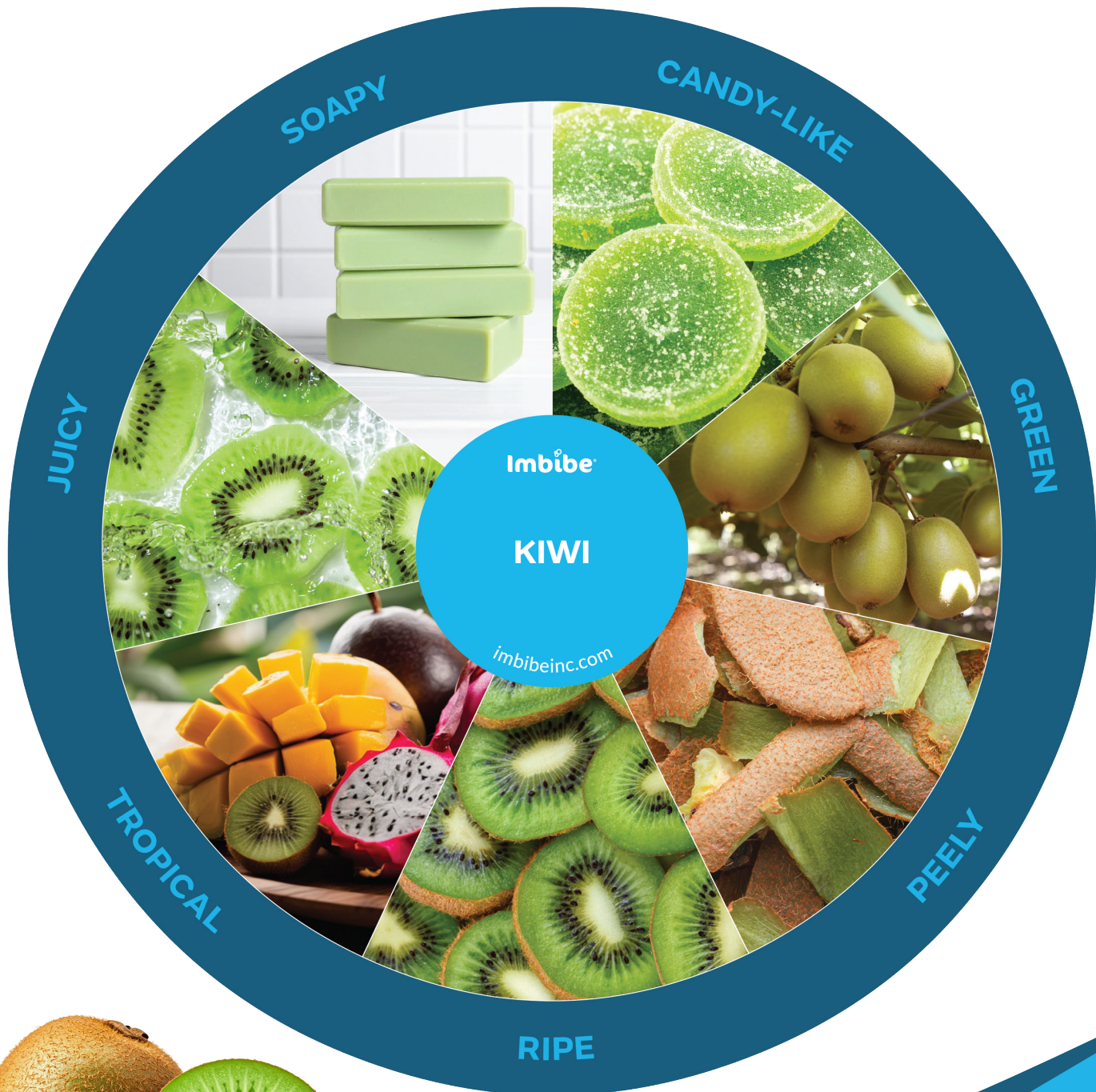


Kiwi Flavor Wheel

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
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.
Green	Characteristic of green leaves, unripe fruit, stems, or vegetables.
Peely	Reminiscent of cutting into a fruit peel.
Ripe	Characteristic of food that has aged; for fruit, this is associated with a drop in green compounds and increase in esters.
Tropical	A fruity, sweet, and aromatic profile that evokes flavors found in fruits native to tropical regions.
Juicy	Succulent flavor, like from juicy/ripe fruit.
Soapy	Characteristic of a waxy, artificial, or perfumey flavor that resembles the taste or aroma of soap.

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



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