

Passionfruit 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
Ripe	Characteristic of food that has aged; for fruit, this is associated with a drop in green compounds and increase in esters.
Juicy	Succulent flavor, like from juicy/ripe fruit.
Sweet	Characteristic of sugary sweetness.
Fruity	Characteristic of flavors typical of fruits, usually sweet estery aromas with sweet or somewhat sour tastes.
Floral	Characteristic notes from flowers/flower petals like jasmine or lavender, slightly perfumy.
Creamy	Characteristic of heavy cream or other similar dairy products.
Sulfurous	Very ripe or over-ripe note in fruits.
Tropical	A fruity, sweet, and aromatic profile that evokes flavors found in fruits native to tropical regions.

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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