

Why Use Flavor? A Few Case Studies



Using fruit juice that doesn't have strong flavor on its own.

- Brewer wanted to feature prickly pear in their beer. However, the juice is does not have a strong flavor on it's own.
- **SOLUTION:** To achieve a more pronounced flavor, "purchased" flavor was added to the juice
- FYI – other popular fruit have the same issue. For example, strawberry, dragon fruit and more



Fresh juice is expensive.

- Brewery's most popular beer is one that contains black raspberry juice
- Due to cost of juice, the beer is the least profitable within their product portfolio
- **SOLUTION:** Black raspberry TTB-Approved Natural added; % of juice decreased



Desired profile is not achievable with juice

- The desired profile is Key lime, a trending flavor. However, key limes are commercially available for food. Not as a juice.
- **SOLUTION:** Create a flavor that tastes like key lime using other ingredients and using a fun name... Mermaid

Benefits of a Purchased Flavor

- ✓ Able to adjust flavor intensity using a purchased flavor (vs a compound/syrup/puree) minimizes impact to label
- ✓ Enhance the flavor of a juice and/or other ingredients
- ✓ Expand creativity – especially, fun, fantasy flavors
- ✓ Stability/shelf life
- ✓ Supply chain issues
- ✓ Consistency of product