

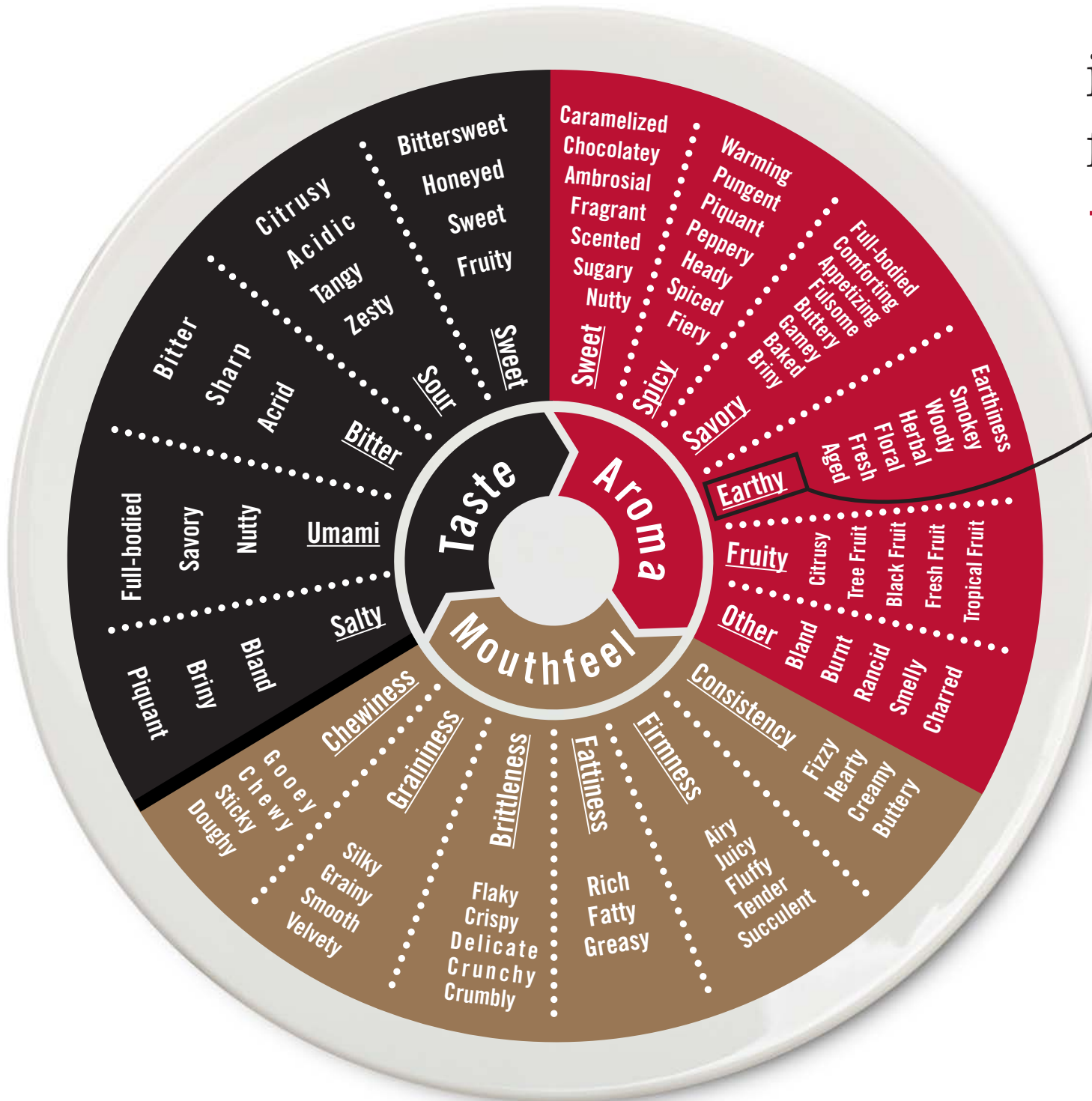
# interactive flavor wheel

## TIPS!

- The Flavor Names with Underlines are Hyperlinks! Click on the flavor links to jump directly to the flavor page.



- You can go back to the Flavor Wheel by clicking the back button.





# TASTE

Flavor refers to how food and beverages taste and how they are experienced on the palate.

## Sweet

The most elemental of taste pleasures, sweetness signals the presence of sugars, the foundation of the food chain and a source of energy.

## Sour

The mouth-puckering sensation is caused by acids in lemons, yogurt and sourdough bread and other food.

## Bitter

A poison alarm, bitterness is a distinctive bad taste accompanied by a reflexive “yuck” expression on the face. Hundreds of substances, mostly found in plants, taste bitter.

## Umami

Japanese for “delicious taste,” umami is produced by certain amino acids. It’s best described as “savory”—a taste rich in flavor released by cooking, curing or aging.

## Salty

The simplest of the five taste receptors, saltiness must be balanced. While the presence of salt enhances the flavors of food, taken too far, it can overwhelm the palate.



# Sweet

The most elemental of taste pleasures, sweetness signals the presence of sugars, the foundation of the food chain and a source of energy.

**FRUITY:** Any taste reminiscent of sweet, fruit-like flavors. Think of that summer strawberry or extremely fresh raspberry. When you taste “fruity” it feels that the fruit is very forward and upright and very pronounced.

**HONEYED:** A sweet or candied taste that may be reminiscent of honey. Honey has a natural, full mouthfeel, opposite of sugary. The texture, of course, fills the mouth but you can taste everything that is in the honey. Just like wine, there are notes of what products are around your area. Citrus, floral, earth notes that have just hints in the background flavor.

**SWEET:** One of the five basic taste sensations. A sugary flavor. Let’s think about candy or artificial sugar. It is very sweet and makes the mouth jump up.

**BITTERSWEET:** A less harsh taste than bitterness. Couples tartness with sweetness. Think about baking chocolate or very dark chocolate with a low sugar level. There is a backing of mild sweetness but more of a natural flavor. Chocolate with no sugar added is a great example.



# Sour

The mouth-puckering sensation is caused by acids in lemons, yogurt and sourdough bread and other food.

**ACIDIC:** A food with a sharp taste. Often used to refer to tart or sour foods as well. Acidity is what makes your mouth water. Acidity helps balance out food from other tastes. It also makes the food more pronounced like vinegar in a vinaigrette.

**CITRUSY:** A bright flavor like that of lemons, limes, oranges, and other citrus fruits. They are very acidic and make the mouth water, you can also feel citrus. Orange tastes like orange and the flavor is very forward due to the acidity.

**TANGY:** A tart, biting taste that feels tingly in the mouth. Tangy can be described in citrus fruit. It is a little tart, often mixed with sweet which makes all your taste buds perk up as they like the opposite in flavors. It can feel tingly in the cheeks and roof of your mouth. Think key lime pie.

**ZESTY:** A fresh, vivid, or invigorating flavor. Often described in a pickle, it is forward, has a saltiness, sometimes sweet mixed in that adds a “pop” in flavor. Let’s think about a bread and butter pickle. It has a little bit of everything and also that vinegar to help make the pickles “pop”.



# Bitter

A poison alarm, bitterness is a distinctive bad taste accompanied by a reflexive “yuck” expression on the face. Hundreds of substances, mostly found in plants, taste bitter.

Bitter flavors are often confused with sour flavors, but a bitter flavor will make your mouth feel pinched and dry, whereas a sour flavor will make your mouth feel pinched and wet.

**SHARP:** A harsh, bitter, or tart taste. Often used to describe acidic foods. Sharp is a very straightforward flavor. For instance, sharp cheddar cheese has much more “bite” and forward, strong flavor than mozzarella.

**BITTER:** One of the five basic taste sensations. This is what it feels like when your “lips stick to your teeth”. Think dark leafy greens, cocoa, and coffee.

**ACRID:** An irritatingly strong and unpleasant taste or smell. Often associated with burned or heavily toasted or over-smoked items.



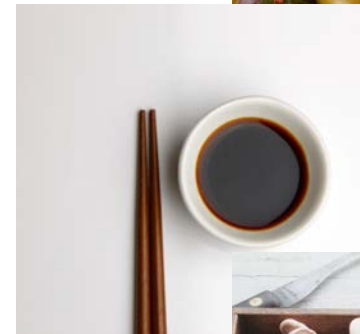
# Umami

Japanese for “delicious taste,” umami is produced by certain amino acids. It’s best described as “savory”—a taste rich in flavor released by cooking, curing or aging.

**FULL-BODIED:** Rich flavor that fills flavor into the mouth. Often used to describe wines. A light body flavor would be something that goes away 8-10 seconds after consuming and does not fully fill the mouth. A full-body flavor fills every part of the mouth and remains in the mouth much longer after consumption.

**NUTTY:** Any taste similar to the flavors of nuts. Nutty is a flavor and an aroma. Think about cooked roux, the butter fats being cooked have a nutty aroma, the darker the roux gets the stronger that nuttiness becomes. When eating a raw nut you taste exactly what the nut flavor is. Almonds taste exactly like almonds there are no hints of other flavors.

**SAVORY:** Full of flavor, delicious and tasty — usually something that has been cooked. In the world of cuisine, savory is also often used to mean the opposite of sweet, or salty. Cured meats, soy sauce, parmesan, and mushrooms are all examples of savory foods.



# Salty

The simplest of the five taste receptors, saltiness must be balanced. While the presence of salt enhances the flavors of food, taken too far, it can overwhelm the palate.

**BRINY:** Another word for salty. This is what you would describe in a very strong pickle, olive, or capers. Think about saltwater from the sea. Or a saltwater rinse for a sore throat. Briny can be balanced in conjunction with other flavors.

**BLAND:** The absence of seasoning. Food that is under- or unseasoned will taste bland. The flavors will fall flat in the mouth. Steamed white rice with no other ingredients would be an example of bland food.

**PIQUANT:** A pleasantly sharp flavor. Piquant foods are on the edge of salty, which is why they're often an accompaniment to other foods. Their flavor alone can be overwhelming, but as a component of a dish, they really sing. Parmesan cheese and mustard are two great examples.





# AROMA

Aroma refers to the distinctive odor characteristics of a specific food or beverage.

**Sweet** Pleasing and easy on the palate, it can go from gentle and nice, to delightful and attractive, tends to be satisfying, enjoyable and rewarding, may or may not be sugary.

**Spicy** A scent that is very powerful, allowing you can smell the heat and spiciness, can be very fulfilling to overwhelming, often very strong.

**Savory** A savory aroma the smell can be flavorsome, full smelling, salty and not sweet. Often pleasant, enjoyable, and wholesome.

**Earthy** The natural smells of the earth can come from things like the soil, the climate, and the freshness of the products.

**Fruity** The smell of fruits and fruitiness in food. Usually, a perky smell which stands out and many times has some scents of earthy, sugar and freshness.

**Other** Other aromas including that of spoiled food, burnt food or indistinct odors.

# Sweet

Pleasing and easy on the palate, it can go from gentle and nice, to delightful and attractive, tends to be satisfying, enjoyable and rewarding, may or may not be sugary.

**SUGARY:** The smell of the sweetness of sugar, this can be a cooked or an uncooked smell.

**SCENTED:** The scent of perfume can have a background or a forefront smell.

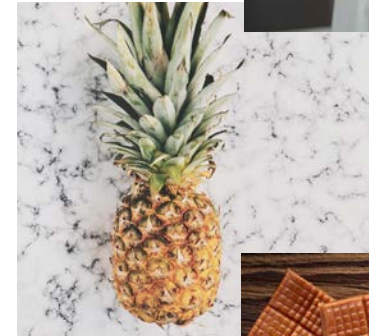
**FRAGRANT:** Very forward on the nose, can have a lot of aspects at one time.

**AMBROSIAL:** Divine, sweet-smelling, fragrant, aromatic.

**NUTTY:** A toasted type of aroma that smells usually of a cooked product and warmth.

**CARAMELIZED:** The smell of cooked sugar very rich in smell can also have an earthy tone.

**CHOCOLATEY:** Smells rich and deep in scent.



# Spicy

A scent that is very powerful, allowing you can smell the heat and spiciness, can be very fulfilling to overwhelming, often very strong.

**PIQUANT:** Stinging, an aroma that tickles the nose. This is a feeling as well as an aroma.

**HEADY:** This is a very strong smell that is also rich, intoxicating, spiced, very filling.

**PUNGENT:** This is a strong aroma. It is spicy, hot, overpowering, maybe sharp or bitter. It is a very distinct smell and very forward.

**WARMING:** When a scent fills the nose and warms the senses starting to impact the taste.

**SPICED:** The essence of ingredients standing out. Things like cinnamon, clove, anise, nutmeg.

**PEPPERY:** The aroma of pepper as a spice, very strong on the nose and pronounced.

**FIERY:** The scent that most closely goes with the flavor of heat.



# Savory

A savory aroma the smell can be flavorsome, full smelling, salty and not sweet. Often pleasant, enjoyable, and wholesome.

**GAMEY:** Having the distinctive fragrance of game meats. This is a semistrong but even scent, things like lamb and venison have a gamey scent.

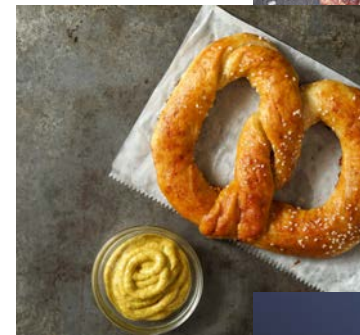
**FULSOME:** Generous to excess. A very full smell, often hearty.  
Comforting: A pleasant aroma, having a feeling and scent of home.  
A calming smell.

**BUTTERY:** A very smooth aroma, often associated with baked goods.  
Full-bodied: Fills the whole nose with fragrance.

**APPETIZING:** Something that produces an attractive smell.

**BAKED:** The smell of warmth. Can have hints of sugary, buttery, and comforting.

**BRINY:** The smell of natural salt in a dish or in an ingredient.



# Earthy

The natural smells of the earth can come from things like the soil, the climate, and the freshness of the products.

**FRESH:** The aroma is clean, clear, cool, refreshing, sweet and new, crisp as newly picked herbs or vegetables.

**FLORAL:** The smell of flowers, can be found in herbs and some fruits.

**AGED:** The natural smell of a product as it deepens and has a fuller body of flavor. Can have an almost musty smell, but not overwhelmingly so.

**SMOKEY:** The smell from cold or hot smoking. Heavily caramelized vegetables can begin to smell smokey, even without the addition of smoke.

**HERBAL:** The smell of herbs and fresh greens. A natural and fresh smell. Earthiness: The natural smell of the earth, can have organic scents of soil and forest.

**WOODY:** The smell or aroma of wood. Often this is more of a background flavor from cooking or added ingredients.



# Fruity

The smell of fruits and fruitiness in food. Usually, a perky smell which stands out and many times has some scents of earthy, sugar and freshness.

**FRESH FRUIT:** The smell of all fruits at the peak of their season. Very filling scents with hints of sugar and sometimes herbal. Think fresh berries.

**CITRUSY:** The scents of citrus fruit, often have a small amount of tart or tanginess. Citrus fruits are very forward and fruity.

**TROPICAL FRUIT:** The smell of the fruits from warm climates. A lot of natural sugars and a lot of times a very smooth and buttery scent. Think pineapple and mango.

**BLACK FRUIT:** The smell of fruits from a cooler climate. Can have a scent of tartness as well as sugar. Usually, very deep flavored fruits that are deep in color. Think cherries and plums.

**TREE FRUIT:** Fruit scents that have a very natural scent. They have background scents of earthiness and small amounts of herbs. Think pears and apples.



# Other

Other aromas including that of spoiled food, burnt food, or indistinct odors.

**CHARRED:** Different from burnt, this smell can be developed from the cooking process such as using extremely high heat, wood, or coal. A natural aroma and flavor of the product being heavily cooked on the surface.

**BURNT:** Different than charred, the smell of the food, sugars, products going way beyond their natural smells. The overcooking produces unpleasant strong aromas, very distinct.

**BLAND:** Doesn't have any distinct smells or anything powerful enough to be able to pick out, very flat.

**SMELLY:** A smell that can be described as reek, putrid, stinking, moldy, stale, a lot of times goes with an old product.

**RANCID:** The stale smell of something past its sell-by date. Rank, off, sour, rotten - not fresh at all.



# MOUTHFEEL

Mouthfeel refers to how a food or beverage feels in the mouth and palate.

## Chewiness

How well bits of a food slide past another without breaking.

## Graininess

The size of particles in a food product.

## Brittleness

How easily food shatters or breaks apart.

## Firmness

Resistance to pressure.

## Consistency

Thinness or thickness of a product.

## Fattiness

The feeling of fat that coats the inside of the mouth.



# Chewiness

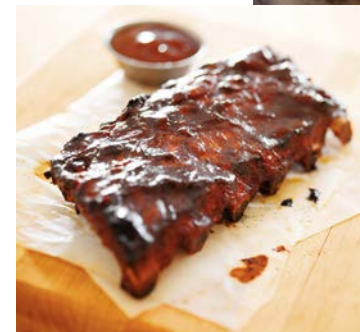
How well bits of a food slides past another without breaking.

**CHEWY:** The texture of a food that needs to be chewed thoroughly before swallowing. Can be light and bouncy or heavy and sticky.

**DOUGHY:** A soft and heavy texture that is often coupled with pale coloring. Like a thick deep-dish pizza.

**GOOEY:** A viscous, sometimes sticky texture arising from the presence of moisture in a dense solid food.

**STICKY:** A texture characterized by guinness in the mouth. This can be like honey or maple syrup, or that warm glaze on the outside of ribs and bbq food.



# Graininess

The size of particles in a food product.

**SILKY:** A fine, smooth texture characterized by a sleek feel in the mouth. A butternut squash soup or lobster bisque would be great examples.

**SMOOTH:** A consistent texture free of grit, lumps, or indentations. Like a sauce of veloute that would go onto a protein or a handmade mayonnaise.

**VELVETY:** An extremely smooth and oftentimes fatty texture. Often used to describe decadent desserts. Can also be used to describe a heavy creambased dish.

**GRAINY:** Things are gritty, textured with little bumps or grains. The grain can be clearly discerned in the product. Polenta or grits will feel grainy.



# Brittleness

How easily food shatters or breaks apart.

**CRISPY:** A light texture with a slight crunch. Like freshly cooked fried chicken.

**CRUMBLY:** The texture of a food with a loose structure that falls apart into small pieces or crumbs. Breakfast breads are a great example.

**CRUNCHY:** A firm, crisp texture often identified by the sharp, audible noise that the food makes when being eaten. Like kettle-cooked chips, or pork rinds.

**DELICATE:** A light, fine texture that may come apart easily. This can be like a ladyfinger on the outside of a tiramisu.

**FLAKY:** A light texture characterized by layers that come apart during eating. A great croissant is flaky in texture.



# Firmness

Resistance to pressure.

**AIRY:** A light and pillowy texture often created by the incorporation of air. Think of a souffle from the addition of whipped egg whites.

**FLUFFY:** A light and airy texture. Angel food cake is often described as fluffy.

**JUICY:** A succulent, tender texture characterized by the presence of liquid in a solid food. Like biting into the fresh peach or strawberry in the summer.

**SUCCULENT:** A tender, juicy texture with the presence of sweetness. Often described in dessert-like. A devil's food cake or a chocolate lava cake.

**TENDER:** A soft texture that is easy to break down. Think of beef tenderloin, short ribs, braised chicken legs.



# Consistency

Thinness or thickness of a product.

**BUTTERY:** A smooth and creamy texture similar to that of butter. Think about a fresh biscuit or a fresh-baked croissant.

**CREAMY:** A smooth and rich texture that usually comes from the incorporation of dairy. This can also be the techniques applied such as the starch from making a risotto or mashing a potato.

**FIZZY:** A texture brought on by the presence of many small bubbles, usually referring to carbonated liquids.

**HEARTY:** A firm, robust texture. This is like a beef stew on a winter day.



# Fattiness

The feeling of fat that coats the inside of the mouth.

**RICH:** A full, heavy mouthfeel. Often used to describe foods containing cream. Rich is both a feel and a flavor. Richness usually comes from dishes that have had time to develop. Think about short ribs, they've cooked for a long time and denature all those proteins. The addition of herbs, tomatoes, and wine all add layers into that "rich" flavor. Rich can also be used to describe a cream-based dish like alfredo sauce.

**FATTY:** Fatty is also a flavor and a texture. A fatty food has a very smooth and creamy texture in the mouth. The best way to replicate the texture of fat is to rub your tongue on the roof of your mouth. The smooth glossy texture represents the feel of fat. Heavy fat foods have a full-bodied feel in comparison to a low-fat substitute that feels less filling and satisfying.

**GREASY:** A greasy food usually has the remnants of the fat it was cooked in. Think of a funnel cake at the state fair - when you bite down, some of the oil it was deep fried in will ooze out, emitting the feel and flavor of that oil.





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