

(Note: Bread alone should not taste salty, however, added ingredients like olives, cheeses, pretzel/flaked salt may impart a salty flavor.)

(Note: Some adjectives apply only to added ingredients [dried fruits, nuts, seeds, and/or toppings] and are not commonly used to describe the texture of bread.)

## PRINT

Click on the printer icon.



## NAVIGATION

You can go back to this Flavor Wheel by clicking the **Back** button.



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

# 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

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:** (Malt, Molasses, Honey, Maple/Sappy)

**FRUITY:** (Dried Fruits, Coconut, Banana)

**STARCHY:** (Cooked Potato, Pasta, Rice)

**DAIRY:** (Condensed Milk, Butter, Butterscotch, Toffee)



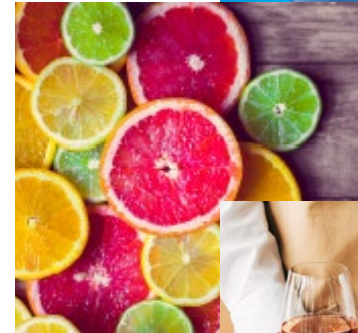
# Sour

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

**FERMENTED DAIRY:** (Yogurt, Buttermilk, Sour Cream, Aged Cheese)

**ACIDIC:** (Vinegar, Citrus, Green Apple, Tropical Fruits)

**FERMENTED ALCOHOL:** (Beer, Wine, Cider)



# 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.

**VEGETAL:** (Unripe Fruits, Grass, Green Bean/Green Bell Pepper, Olive Oil, Cucumber, Herbaceous)

**TOASTED:** (Caramel, Coffee, Mocha, Chocolate/Cocoa, Popcorn, Smoked, Charred, Burnt Sugar, Wheaty)

**EARTHY:** (Oak, Cedar, Birch, Pine, Corn, Hay, Grain Field, Tobacco, Black Tea, Leather, Porridge, Soapy, Slate)

**SPICY:** (Vanilla, Pepper, Baking Spices, Cinnamon, Licorice)



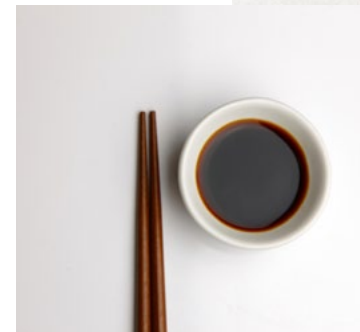
# Umami

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 the mouth. A full-bodied flavor fills every part of the mouth and remains in the mouth much longer after consumption than a light bodied flavor which goes away after about 8-10 seconds.

**NUTTY:** Any taste similar to the flavor of nuts. Nutty is a flavor and an aroma. When eating a raw nut you taste exactly what the nut flavor is. (Hazelnut, Almond, Pecan, Peanut, Chestnut, Walnut, Oat, Brown Butter, Beany, Bran, Cooked Grains).

**SAVORY:** Usually something that has been cooked. It is the opposite of sweet, or salty. Soy Sauce, Parmesan and Mushrooms (raw and roasted) 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 palette. Bread alone should not taste salty, however, added ingredients like olives, cheeses, pretzel/flaked salt may impart a salty flavor.

**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. Briny can be balanced in conjunction with other flavors.

**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 bread they can really sing. Parmesan cheese and mustard are two examples.

**CURED:** (Bacon, Salami)





# AROMA

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

Sweet

Sour

Bitter

Umami

Salty

Other



# Sweet

**SUGARY:** (Malt, Molasses, Honey, Maple/Sappy)

**FRUITY:** (Dried Fruits, Coconut, Banana)

**STARCHY:** (Cooked Potato, Pasta, Rice)

**DAIRY:** (Condensed Milk, Butter, Butterscotch, Toffee)



# Sour

**FERMENTED DAIRY:** (Yogurt, Buttermilk, Sour Cream, Aged Cheese)

**ACIDIC:** (Vinegar, Citrus, Green Apple, Tropical Fruits)

**FERMENTED:** (Beer, Wine, Cider)



# Bitter

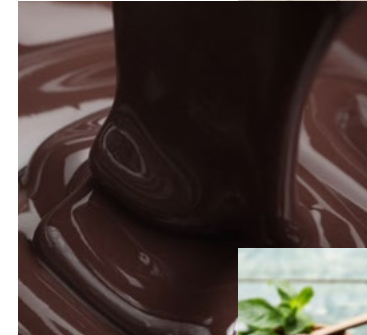
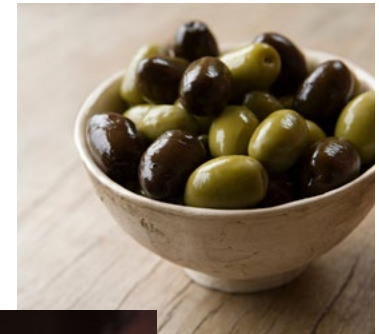
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# Umami

**SOY SAUCE**

**EGGY**

**OLIVES**

**MUSHROOM (RAW AND ROASTED)**



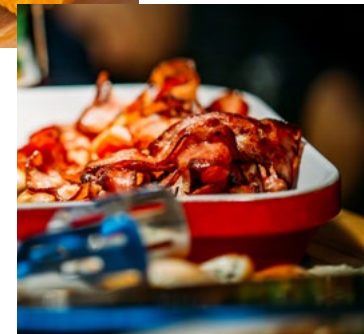
# Salty

**BRINY:** (Olives, Capers, Pickles)

**PIQUANT:** (Cheeses)

**CURED:** (Bacon, Salami)

(\*Note: Bread alone should not taste salty, however, added ingredients like olives, cheeses, pretzel/flaked salt may impart a salty flavor.)



# MOUTHFEEL

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

## Graininess

The size of particles in a food product.

## Brittleness

How easily food shatters or breaks apart.

## Firmness

Resistance to pressure.

## Fattiness

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

(Note: Some adjectives apply only to added ingredients [dried fruits, nuts, seeds, and/or toppings] and are not commonly used to describe the texture of bread.)



# Graininess

The size of particles in a food product.

**SANDY**

**GRAINY**

**ROUGH**

**CRUMBLY**

**PRICKLY**

**CHUNKY**

**SMOOTH**





# Brittleness

How easily food shatters or breaks apart.

**CRISPY:** A light texture with a slight crunch. Like freshly cooked tuille cookies.

**CRUNCHY:** A firm crisp texture often identified with the sharp, audible noise that the food makes when being eaten. Like peanut brittle or hard pretzels.

**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.

**TENDER:** A soft texture that is easy to break down or cut through with a fork.

**OTHER:** Chewy, Light, Spongy, Springy, Dense, Porous, Tough, Firm, Delicate, Al Dente, Pillowy, Plump, Doughy, Gummy, Moist, and Leathery.



# Fattiness

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

**RICH:** A full, heavy mouthfeel. Often used to describe foods containing cream or dairy. Rich is both a feel and a flavor. Richness usually comes from dishes that have time to develop. The addition of herbs, tomatoes and wine all add layers in that “rich” flavor.

**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.

**OTHER:** Buttery and Slick.





AUGUSTE  
**Escoffier**

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