

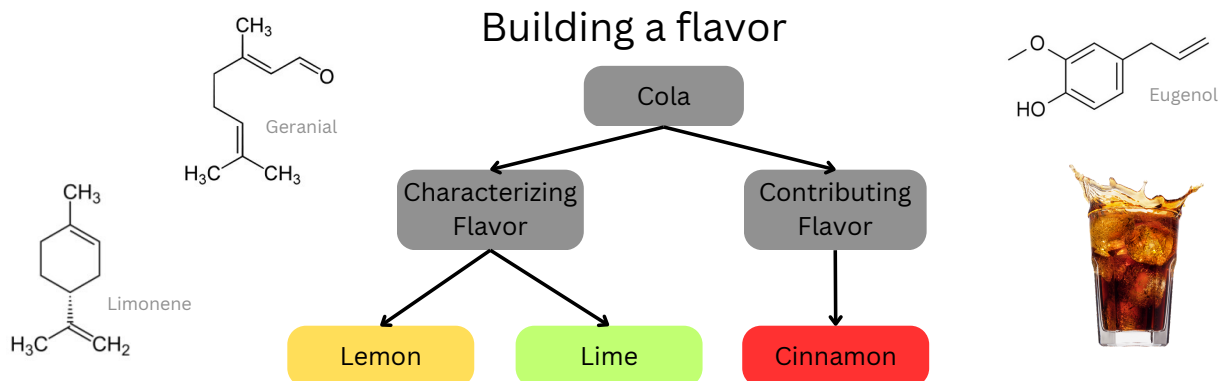
**Flavor is** the sensation caused by and those properties of, any substance taken into the mouth which stimulates one or both of the senses of **taste and smell**, and/or also the pain, tactile and temperature receptors in the mouth.”

-American Society of Flavor Chemists

## Flavor is composed of



Flavor perception is led by aroma and visual cues.



**Give it a try.** Individually smell lemon, lime, and cinnamon extracts. Then, put all three together. Notice a difference?

We purchased the following extracts from Amazon: McCormick Lemon, McCormick Pure Lime, and Watkins Pure Cinnamon.

## Resources

- Popular science article on flavor: <https://www.scientificamerican.com/article/making-sense-of-taste-2006-09/>
- New Yorker article, The Taste Makers – The secret world of the flavor factory: <https://www.newyorker.com/magazine/2009/11/23/the-taste-makers>
- Manuscript on cola flavor chemistry: <https://pubs.acs.org/doi/10.1021/jf504953s>
- Manuscript on lemon-lime flavor chemistry: <https://pubs.acs.org/doi/full/10.1021/jf504852z>
- Blog posts on general flavor: <https://myfoodjobrocks.com/category/flavor-investigator/>
  - Lime: <https://myfoodjobrocks.com/limes/>
  - Lemon: <https://myfoodjobrocks.com/flavor-investigator-lemon/>
- Recipe for homemade cola: <https://www.serious-eats.com/drink-the-book-natural-cola-homemade-coke-soda>