

The Flavor Wheel – A Tool for Innovation

For the wine and coffee world, the flavor wheel can be used in tasting setting to better inform the taster of the notes they're enjoying. They say it allows for a more mindful experience with taste when the flavor notes are named.

The flavor wheel also serves as a visual representation of similarly tasting flavors. Borrowing this concept, we've applied the wheel to flavor innovation. Brightfield Group's social listening capabilities show us what flavors are trending online for specific consumer packaged goods (CPG) categories. However, if a flavor's popularity is already cresting, it may be too late to take part in the trend. Using the flavor wheel, we can uncover similarly tasting flavors that may also appeal to consumers enjoying a given flavor trend.

If passion fruit is cresting in sports drinks, then lychee may be the next popular flavor among the passion fruit-loving crowd. The wheel provides innovators a way to think outside the single trend and create products similarly appealing.

