

Mother Murphy's Flavor INSTITUTE



Is it time to choose the perfect flavor... but you don't know where to start?

Flavor experts since 1945, Mother Murphy's has developed a simple process to help you create a flavor signature sure to make your brand sellable, sought after and memorable.

Mother Murphy's Flavor Signature Process

Step 1: Identify your target consumer.

Determine who will be buying your product. Identify key demographics of your consumer. Consider factors that influence their trial and purchase decisions including: where they live, socioeconomic status and cultural background.

Step 2: Narrow your flavor options.

Scale down your list of flavor options, from thousands in our library, by choosing key descriptive terms and types from Mother Murphy's list of traditional flavors. Keep in mind your process and how the flavor will be added to the finished product.

Step 3: Identify your legalities.

Consider certifications, regulations and labeling requirements as they pertain to specific flavors.

Banana

Descriptive Terms

Acidic
Amyl Acetate
Astringent
Brown
Buttery
Candy-like
Canned
Cooked
Creamy
Diffusive
Ester
Fleshy
Floral
Fresh
Green

Jammy
Juicy
Leafy
Mashed
Over Ripe
Peely
Pulpy
Rindy
Ripe
Rotten
Seedy
Sour
Starchy
Sulfur
Sweet
Tart
Waxy

Descriptive Types

Banana Nut Bread
Pudding
Circus Peanuts
Banana Cream Pie
Purée
Baby Food
Crème de Banana
Bananas Foster
Ice Cream
Popsicle®

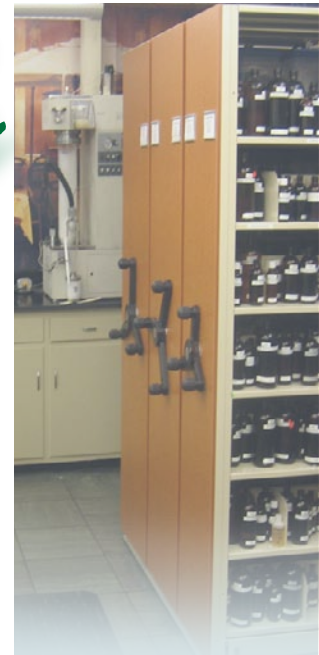
Blueberry

Descriptive Terms

Astringent
Buttery
Candy



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Blueberry

Descriptive Terms Cont.

Canned
Cooked
Creamy
Fleshy
Floral
Fresh
Green
Jammy
Juicy
Leafy
Over Ripe
Peely
Rindy
Ripe
Seedy
Sour
Sulfur
Sweet
Tart
Waxy

Descriptive Types

Bagels
Filling
Flavored Water
Floral
Jammy
Juice
Muffins
Pie
Soda Pop
Popsicle®

Butter

Descriptive Terms

Acidic

Brown
Cheesy
Cooked
Creamy
Fatty
Fermented
Fresh
Fruity
Milky
Sauté
Sour
Sweet

Descriptive Types

Butterscotch
Cake
Cereal
Cinnamon
Diacetyl Free
Frosting
Pie Crust
Popcorn
Sauce
Vanilla

Chocolate

Descriptive Terms

Bitter
Buttery
Creamy
Dry
Floral
Fruity
Fudgy
Maple
Nutty
Orange
Raspberry

Rich
Sweet
Vanilla

Descriptive Types

Cake
Chip
Cookie
Dark
Milk
Mint
Mocha
Swiss
Syrup
White

Coffee

Descriptive Terms

Bitter
Black
Creamy
Dark
Instant
Milk
Nutty
Percolated
Roasted
Smooth
Strong
Sweet
Weak

Descriptive Types

Arabica
Brazilian
Cappuccino
Columbian
Dominican

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Coffee

Descriptive Types Cont.

Espresso
Frappé
French Roast
Frozen
Italian Roast
Kona
Latté
Robusta

Grape

Descriptive Terms

Acidic
Astringent
Buttery
Candy
Canned
Cooked
Creamy
Fleshy
Floral
Fresh
Green
Jammy
Juicy
Leafy
Over Ripe
Peely
Rindy
Ripe
Seedy
Sour
Sulfur
Sweet
Tart
Waxy

Descriptive Types

Bubblegum
Cigar
Concord
Cough Syrup
Flavored Water
Green Seedless
Jam
Jelly
Juice
Muscadine
Popsicle®
Red
Soda Pop
Sour Candy
White Juice
Wine

Lemon

Descriptive Terms

Acidic
Aldehydic - Fatty
Astringent
Candy
Canned
Chemical
Citrusy
Cooked
Creamy
Fleshy
Floral
Fresh
Green
Jammy
Juicy
Leafy
Lemon Grass
Lime

Oily
Over Ripe
Peely
Rindy
Ripe
Seedy
Sour
Sulfur
Sweet
Tart
Terpy
Waxy

Descriptive Types

Bagels
Cake
Candied Peel
Cooked
Filling
Fresh Juice
Fruit Cereal
Gelatin
Juice
Lemonade
Muffins
Pie
Wafers

Lime

Descriptive Terms

Acidic
Camphoraceous
Candy
Canned
Citrusy
Fleshy
Floral
Fresh



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Lime

Descriptive Terms Cont.

Green
Juicy
Lemon - Citrusy
Oily
Over Ripe
Peely
Rindy
Ripe
Sour
Sulfur
Sweet
Tart
Terpeny - Oxidized
Waxy

Descriptive Types

Bagels
Cake
Candy
Cooked
Filling
Fresh Juice
Fruit Cereal
Gelatin
Jammy
Juice
Key Lime Pie
Limeade

Maple

Descriptive Terms

Bitter
Brown
Buttery
Chocolate Notes
Floral

Spicy
Sweet
Syrup Like
Vanilla
Woody

Descriptive Types

Baking
Beverage
Cake
Coffee
Ice Cream
Syrups

Orange

Descriptive Terms

Acidic
Aldehydic
Bitter
Buttery
Candy
Canned
Chemical
Citrusy
Cooked
Creamy
Fleshy
Floral
Fresh
Fruity
Green
Jammy
Juicy
Leafy
Oily
Over Ripe
Peely
Rindy

Ripe
Seedy
Sour
Sulfur
Sweet
Tart
Terpy
Woody

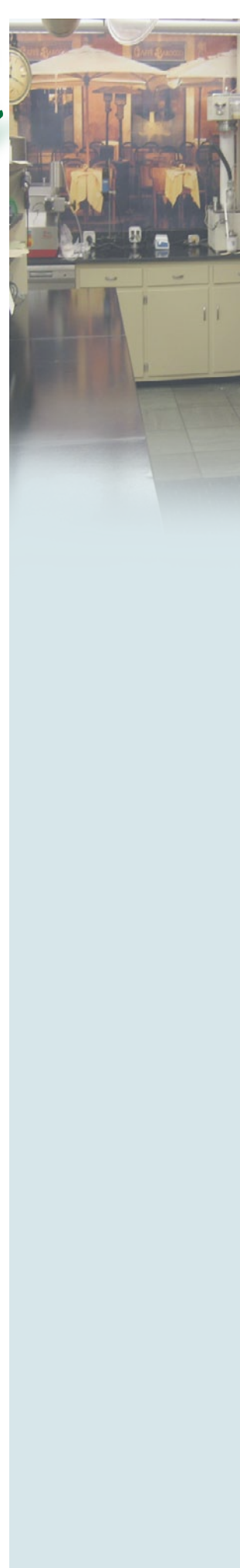
Descriptive Types

Candy
Creamsicle®
Fruit Cereal
Grated Peel Gelatin
Juice
Liquor
Mandarin
Navel
Orangeade
Soda Pop
Tangerine
Tangelo
Temple
Yogurt

Peppermint

Descriptive Terms

Acidic
Aromatic
Clean
Cool
Cooling
Crushed Leaf
Earthy
Eucalyptus
Fragrant
Fresh
Fruity



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Peppermint

Descriptive Terms Cont.

Grassy
Green
Heavy
Herbal
Menthollic
Metallic
Minty
Musty
Oily
Sweet
Weedy

Descriptive Types

Beverage
Candy
Cough Lozenge
Fillings
Gum
Icing
Mouth Wash
Toothpaste
Vanilla
York Peppermint Pattie®

Pineapple

Descriptive Terms

Acidic
Astringent
Buttery
Candy
Canned
Cooked
Creamy
Fleshy
Floral
Fresh

Green
Jammy
Juicy
Leafy
Over Ripe
Peely
Rindy
Ripe
Seedy
Sour
Sulfur
Sweet
Tart
Waxy

Descriptive Types

Cake
Canned
Ice Cream
Icing
Popsicle®
Pudding
Sake
Upside Down Cake

Pomegranate

Descriptive Terms

Acidic
Astringent
Buttery
Candy
Canned
Cooked
Creamy
Fleshy
Floral
Fresh
Green

Jammy
Juicy
Leafy
Over Ripe
Peely
Rindy
Ripe
Seedy
Sour
Sulfur
Sweet
Tart
Waxy

Descriptive Types

Beverages
Ice Cream
Muffins
Red

Raspberry

Descriptive Terms

Acidic
Astringent
Buttery
Candy
Canned
Cooked
Creamy
Fleshy
Floral
Fresh
Green
Jammy
Juicy
Leafy
Over Ripe
Peely



Mother Murphy's Flavor INSTITUTE

Raspberry

Descriptive Terms Cont.

Rindy
Ripe
Seedy
Sour
Sulfur
Sweet
Tart
Waxy

Descriptive Types

Bagels
Black Raspberry
Blue Raspberry
Filling
Floral
Jammy
Juicy
Muffins
Pie
Popsicle®
Red Raspberry
Soda Pop

Vanilla

Descriptive Terms

Beanie
Bourbon
Brown
Caramelized
Clean
Cocoa-Chocolate
Cotton Candy
Creamy
Dairy
Fatty

Floral
Fruity
Full Body
Hay Like
Honey Like
Maple Like
Nutty
Perfumy
Prune Like
Raisin Like
Rich Tasting
Rum Like
Smoky
Smooth
Spicy
Sweet
Winey
Woody

Descriptive Types

Blends
Cake
Cream Fillings
French Vanilla Coffee
Household Extract
Ice Cream
Ice Cream - Soft Serve
Ice Cream With Beans
Icing
Java
Marshmallow
Milk Shake
Papua New Guinea
Pudding
Uganda
Wafers
White Cake
Yogurt

