

FLAVOR SPOTLIGHT: CHERRY



Known by all, cherry is a fan favorite fruit that shines in everything from pies to cocktails. Fresh cherries start popping up at farmers markets midway through summer — making the profile perfect for seasonal launches. Though the stone fruit is small, it has a complex flavor that balances sweet and sour. Depending on the varietal, cherries can range from super sweet (like the Bing cherry) to a puckering tart (like the Morello). The intensity of cherries makes them an ideal pairing for bolder ingredients, including dark chocolate, almonds, coffee, sour lime, Pinot Noir and baked notes.

TREND SIGNALS

84%

of consumers are extremely interested or very interested in cherry as a seasonal flavor.
McCormick Flavor Solutions U.S. Seasonal Survey, 2025

77%

of consumers love or like cherry.
Datassential, Consumer preferences, US

FROM OUR EXPERTS

Delivering an Ultimate Cherry Flavor Experience

“As an iconic and essential fruit flavor, I set out to craft the ultimate cherry profile. Collaborating closely with our Sensory and Analytical Science teams, we identified the most appealing aspects of the cherry taste experience. Leveraging these insights, I developed a cherry flavor that is both familiar and refined — capturing the essence of juicy, perfectly ripe cherries. Also, using our TrueTaste® technology, fragile volatiles are preserved, resulting in a “fresh picked” taste.”

Robin Prazak, Principal Flavorist



Contact us or [click](#) to request a **FREE ULTIMATE CHERRY** flavor sample.

