



Flavor Spotlight

Date

Emerging as a versatile natural sweetener, dates are enjoyed in various forms—fresh, dried, and as syrup. A signature ingredient in Middle Eastern and North African cuisine, they deliver a **deep, complex sweetness with warm brown notes** that complement a wide range of applications. Fresh dates offer delicate caramel, toffee, and chocolate undertones, while dried dates present a richer, more concentrated sweetness reminiscent of molasses.

From our experts

“I would describe the flavor of dried dates (which are the most common) as sweet brown with slight notes of maple and caramel, similar to raisins. Dates contribute both natural sweetness as well as its complex flavor to any application.”

- Tara Overland, Product Development Scientist

Date flavor opportunities



Syrups and beverages like coffee, smoothies and even mocktails



Bars, baked goods and fillings for cakes and cookies



Sauces, glazes, marinades and savory dishes like stews and Middle Eastern meals

+63%
predicted 4-year
growth of DATE
SYRUP on U.S. menus.
Datassential, 2026

 **Flavor**solutions

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