



Flavor Spotlight

Raspberry

Raspberry is a true flavor chameleon, effortlessly moving between bright and indulgent profiles—making it ideal for everything from functional beverages to decadent treats. Jammy raspberry shines in bakery-inspired creations while blue raspberry is a confectionery and performance nutrition classic. For a softer approach, black raspberry provides a sweeter, less tart character.

From our experts

“From fresh and green with just-picked brightness to jammy, velvety, and dessert-like sweetness, raspberry delivers a spectrum of **craveable, mouthwatering experiences that feel both indulgent and refreshing.**”

- Robin Prazak, Principal Flavorist

“I developed a **Raspberry Lemon Meringue GLP-1 Companion Beverage**. **Red raspberry was selected as the lead flavor for its fruity, jammy yet fresh profile.** . The lemon meringue flavor’s citrus and creamy notes reinforce classic raspberry pairings, creating an elevated, indulgent experience.”

- Hannah Subgrunski, Associate Scientist

73%

of consumers love or like RASPBERRY.

Datassential, 2026

Pairing ideas:

Raspberry + dark chocolate, vanilla, citrus, botanicals, stone fruits

 **Flavor**solutions

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

