


What are Flavors?


Flavors are what create the enjoyable sensations we experience when we eat a food or drink a beverage, such as taste and smell. In nature, individual components work together to create what we recognize as a food's flavor. For example, peaches consist of more than 100 individual components that make a peach taste like peach.

Every flavoring is rigorously assessed to ensure safety by an esteemed international panel of scientific experts from prestigious academic and research institutions across the world. This process is recognized by over 100 countries globally.

Benefits of Flavors

Enjoying flavors in foods and beverages contributes to a person's overall well-being.

 Flavors play a crucial role in food choices and contribute to health by making nutritious foods taste better.¹ Flavors make nutritious foods more appealing and enjoyable to eat without adding extra calories, added sugar or sodium.

 Flavors are part of culture, preserve traditions, and celebrate the way we eat and connect.



Research shows people are more satisfied eating yogurt, a nutritious food, with appealing flavors such as coconut or vanilla.²

About the Flavor & Extract Manufacturers Association

Founded in 1909, the Flavor and Extract Manufacturers Association of the United States (FEMA) is the national association of the U.S. flavor industry. Members of FEMA are committed to ensuring the safe and responsible use of flavors and inspiring nutritious choices through great-tasting foods and beverages.

Since 1960, FEMA has facilitated independent, third-party flavor and extract safety assessments and regular, thorough re-evaluations. These evaluations are conducted by an international panel of experts with strong conflict of interest protections, using the most current scientific methods and safety data.

For More Information

For more information on flavors, flavor benefits and how flavors are made, visit Live Your Flavor at femaflavor.org/flavors

To explore the publicly available flavoring evaluation data in FEMA's Flavor Ingredient Library, visit femaflavor.org/flavor-library

For additional inquiries, please contact info@femaflavor.org.

1. McCrickerd K, Forde CG. Sensory influences on food intake control: moving beyond palatability. *Obes Rev.* 2016 Jan;17(1):18-29.

2. Cardello AV, Llobell F, Jin D, Ryan GS, Jaeger SR. 2024. "Sensory Drivers of Liking, Emotions, Conceptual and Sustainability Concepts in Plant-Based and Dairy Yoghurts." *Food Quality and Preference.* 2024 April;113:105077.