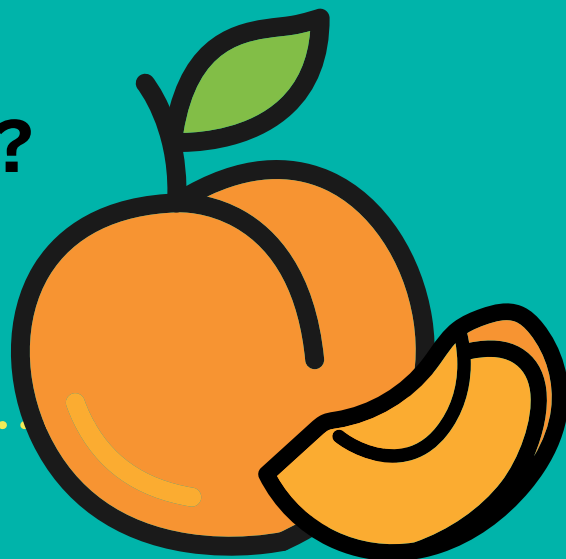# What is a Natural Flavor?

In nature, individual components work together to create what we recognize as a food's flavor.

Natural flavors are made by taking individual components from whole foods using simple processes, such as heating or fermentation.

Flavors make nutritious foods and beverages taste better, making it easier for people to achieve healthy eating goals.

For more information about flavors, visit www.femaflavor.org.

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