



vineland
RESEARCH & INNOVATION CENTRE

Highlighting important attributes of edible flowers

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Background

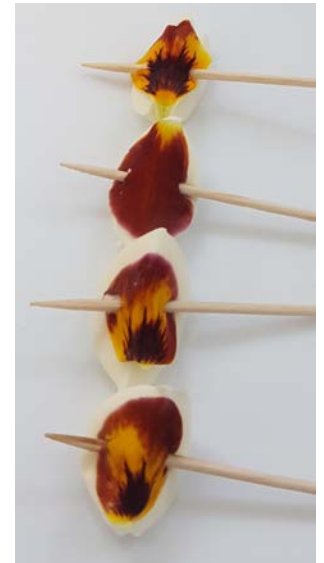
- Rising interest in food culture is impacting mainstream culinary trends
- Whole Foods: Floral flavours listed # 1 trend for 2018
- Most consumers have limited familiarity- it's unknown what drives edible flower liking



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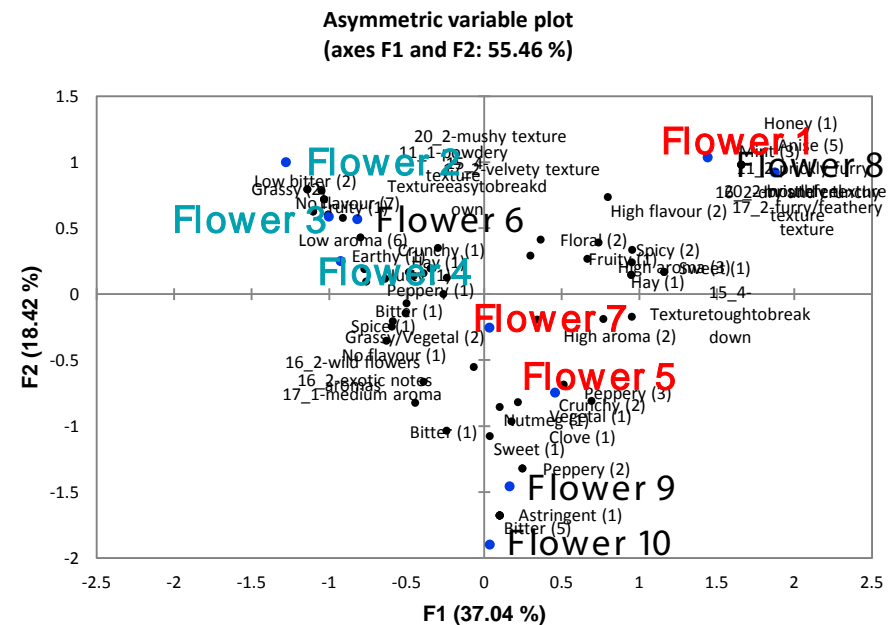
Methods

- 7 potted edible flowers from local grower
- Presented on bocconcini cheese
- Profiled by trained panelists using free multiple sorting
- Evaluated for liking by 212 consumers
 - 7-pt likert scale
 - Visual evaluation of potted flowers (best-worst)



Results & Conclusions

- Two segments:
 - 1) Bold flavours, crunch/ bristley textures
 - 2) Smooth textures, absence of flavour
- Most visually appealing flower was only moderately liked for taste
- Top flowers liked for taste had acceptable best-worst scores for appearance



Segment 1
Segment 2



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