Highlighting important attributes of edible flowers

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• 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

Funded by the OMAFRA-University of Guelph partnership and Freeman Herbs
• 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)
• Two segments:
  1) Bold flavours, crunch/bristlely 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