

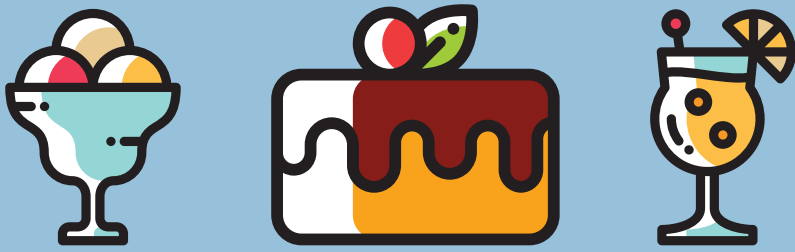
# The Food and Beverage Industry Guide to Passion Fruit

*Passionfruit is so versatile that it goes by two spellings!*

It isn't uncommon to see this fruit written as one word (passionfruit) or two words (passion fruit). But no matter how you spell it, passion fruit is undeniably becoming a favorite flavor among Americans (and Canadians, too!). The flavor profile that passionfruit offers makes it the perfect ingredient to give your products the exotic taste consumers are looking for!

## What's Possible with Passionfruit

*From Sweet...*



- Ice creams, sorbets and frozen novelties
- Cake frostings, fillings and glazes
- Cocktails, mocktails and brews

*...to Savory*



- Salsas and Sauces
- Marinades and Condiments
- Salad dressings

## Exploring Passion Fruit with 5 Senses: What does Passionfruit...



### *look like?*

Passionfruit is a round fruit with skin that ranges in color from dark purple to orange to yellow. The inside is mostly yellow and is comprised of juice, pulp-filled pockets and hundreds of small black seeds.



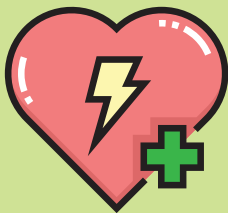
### *smell like?*

Passion fruit has an intense, distinctive aroma that is both fruity and floral.



### *taste like?*

Passionfruit has a rich, tropical flavor that is both tart and sweet. iTi's passionfruit juices and purees are produced with passionfruit at peak ripeness, which helps to achieve that perfect balance of sweet and tart.



### *feel like?*

iTi's passion fruit juices and purees have a mouth feel that is rich, smooth and refreshing. Not to mention, passionfruit is packed with Vitamin A, Vitamin C and antioxidants - leaving your customers feeling the awesome health benefits!



### *sound like?*

"Yum, this is delicious!", "Am I in the tropics?"

Request a sample of iTi Tropical's passionfruit concentrate or puree today and bring consumers a product with an irresistible exotic taste!

[ititropicals.com](http://ititropicals.com)

 iTi tropicals  
what's possible with tropical™