

# BLUEBERRY FILLINGS

## A journey across the **blueberry** sensorial space

Did you know that there are multiple varieties of blueberry, each one of them having unique flavours and properties? Each variety has its own influences on the taste of our fruit fillings. There is more to the blueberry story than at first appears.

### 3 VARIETIES

Discover the three unique varieties of blueberry:

#### CANADIAN WILD BLUEBERRY

*Vaccinium angustifolium*  
grows in North-eastern America



#### CULTIVATED BLUEBERRY

*Vaccinium corymbosum*,  
originally from Chile, but can  
be grown across all continents



#### EUROPEAN WILD BLUEBERRY

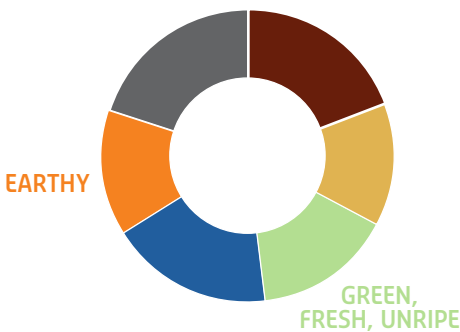
*Vaccinium myrtillus*, mainly present  
in Europe, but can also be found in Asia.



### FLAVOUR

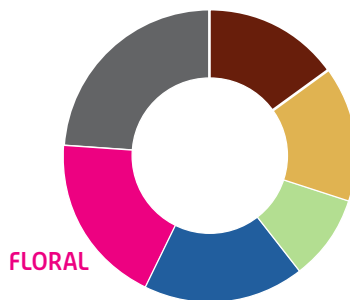
The flavour wheels show the flavour profiles of the fresh, unprocessed berries, that can easily be recognised in our different Topfils.

#### CANADIAN WILD BLUEBERRY



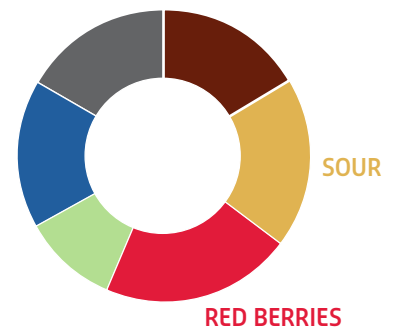
A **green, earthy** and fruity wild berry flavour, meaning it has a hint of fresh unripe notes. Compared to the other varieties, this variety is the sweetest.

#### CULTIVATED BLUEBERRY



A **floral** and fruity cultivated berry with a balanced sweetness.

#### EUROPEAN WILD BLUEBERRY



A juicy, mildly sour and fruity wild berry with red berry notes, such as strawberry.

- sweet
- sour
- red berries
- green, fresh, unripe
- blue fruit
- earthy
- floral
- blackcurrant

## CONSUMER VALIDATION

But what does the consumer have to say about these varieties? In the Puratos Sensobus, we tested our different Topfils with Belgian consumers on liking and recognisability of blueberry taste of Blueberry filled cupcakes of each variety.

### LIKING

1. Topfil European Wild Blueberry

2. Topfil Canadian Wild Blueberry

3. Topfil Cultivated Blueberry



### RECOGNISABILITY

1. Topfil European Wild Blueberry

2. Topfil Cultivated Blueberry

3. Topfil Canadian Wild Blueberry

#### CURIOS TO FIND OUT WHAT THE PREFERENCES IN YOUR REGION ARE?

Contact your Puratos representative to schedule a consumer test with the Puratos Sensobus in your region.

## PAIRINGS

Each variety of our blueberry Topfil has its own distinctive pairings. Our chefs are happy to guide you in discovering the best recipes and pairing combinations of our Topfil Blueberry varieties.



Contact your Puratos representative to schedule a demonstration and pairing session with our chefs and join us on our journey across the blueberry sensorial space, experiencing the possibilities yourself!

[www.puratos.com](http://www.puratos.com)

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