

FLAVOR SPOTLIGHT: DRAGON FRUIT



With its bright pink skin, green spikes and unique name, chances are dragon fruit (also called pitaya) has caught your attention at one point or another. Its sweet, mellow flavor can be described as somewhere between watermelon, berries, and kiwi. The tropical fruit has become popular in recent years, appearing in cocktails, sports drinks, wellness products, desserts and more. Available in flavor and extract formats, we're here to support your innovation with the taste of dragon fruit!



TREND SIGNALS

+280%

Increase in dragon fruit flavored product launches, '17-'24

Innova Market Insights, North America, n=316

U.S.

+62%

Predicted 4-year growth on menus.

Datassential, 2025-28

CANADA

+57%

FROM OUR EXPERTS

To promote trial of a more adventurous flavor like dragon fruit, our experts recommend pairing it with familiar, approachable flavors, such as:

- Watermelon
- Strawberry
- Hibiscus
- Mango

Available Nat WONF
Dragon fruit flavors:

- 944.2224D (Dry)
- 944.2735D (Liquid)

“Dragon fruit’s flavor is a captivating blend of mild sweetness and tangy notes. Its juicy flesh, speckled with tiny seeds, offers a taste that dances between the delicate sweetness of pear and the vibrant tang of kiwi. Subtle hints of berry and melon add layers of complexity, creating a unique and delightful experience that tantalizes the taste buds.”

Thomas Kountz, Clean Flavor Chemist



Contact us or [click](#) to request a **FREE DRAGON FRUIT** flavor or extract sample.

Dragon Fruit & Strawberry Poke

[Click for recipe.](#)