

Passion fruit

Flavour of the month

July 2023

A tropical getaway

The sun shining down, warm sand between your toes, a gentle sea breeze caressing your skin, and a pornstar martini in hand. What could evoke the essence of a tropical getaway more than this? The answer lies in the luscious passion fruit – a sweet yet tart, tingling sensation that embodies the treasure of exotic indulgence. Native to Brazil and tropical America, this tantalizing fruit thrives in hot summers and frost-free winters. Arriving in Europe in 1553, it has become a synonymous with the scorching climates from which it hails.

For wholesale production, two main types of passion fruit dominate the market. The common small purple variety, harvested between August and October, and the larger yellow variety reaped between February and July, sustaining a nearly year-round supply of this tropical gem. With the continuous global demand, regions like Florida, California, Kenya, and South Africa have embraced passion fruit as an essential commercial crop.

The name passion fruit derives from the Latin *Passiflora*, assigned by visually stunning flowers that grow on the vines.

These flowers were once believed to symbolize the passion of Christ due to their intricate design and vibrant colours.

Nowadays, the edible flowers are often used as delicate finishing touches on desserts and drinks. In the United Kingdom, passion fruit's popularity continues to soar as most supermarkets offer both the whole fruit and puree versions – becoming a beloved ingredient in smoothies, desserts, and cocktails, like Gu's passion fruit martini dessert pot. Dessert menus feature delectable treats like St. John's passion fruit pavlova, or a tempting Neapolitan cookie adorned with passion fruit, raspberry, and grapefruit. Surprisingly, during the Christmas season, there has been a surge in demand for passion fruit based desserts, with the passion fruit dessert dethroning the traditional Christmas pudding.

Beverages have also succumbed to the allure of passion fruit. Speakeasies skilfully incorporate the rich, jelly-like pulp into smooth, sweet, and delicate cocktails, reminiscent of the classic Saturn. Supermarkets offer an array of passion fruit-flavoured gins, balancing the tropical summer twist with the classic juniper notes – a testament to the fruit's widespread recognition.

Whether you're savouring its tantalizing taste in a dessert, or enjoying its delicate sweetness in a cocktail, passion fruit has undoubtedly become a familiar and cherished flavour worldwide.



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Capture the essence of a tropical escape in a bottle with **Passion fruit 85/23470**. This delightful fruity flavour combines sweetness and refreshment, making it an ideal choice for enhancing dairy products, baked goods, and fillings.

While smoked pineapple is a well-known concept, have you ever tried smoked passionfruit? Our innovative creation features a tart puff pastry shell filled with a light and fluffy coconut cream sponge infused with the delightful flavour of **Passion fruit 85/23470**. To add a delectable twist, we top it off with a smoky whipped caramel, combining the sweetness of **Toffee Fudge 85/ 20803** with the umami notes of **Smoke 85/21913**. This culinary masterpiece harmoniously balances sweet and fruity elements, resulting in a truly satisfying treat.

Indulge in the ultimate passion fruit experience with our deluxe doughnut that takes the classic treat to extraordinary heights. This concept is a passion fruit lover's dream, featuring a delectable combination of **Passion fruit 85/23470** flavoured custard, **Passion fruit 85/23470** flavoured buttercream, and a luscious **Passion fruit 85/23470** flavoured ganache. The combination of these rich and sweet elements is expertly balanced by the tangy and tart nature of passionfruit, resulting in a truly irresistible delight that will leave you craving for more

Smoked Passion Fruit



Deluxe Doughnut



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