

Plum

Flavour of the month

January 2026

A shift in season brings out the fruit's sweet~tart balance

The first bite of a plum bursts with sweet, tart, and lightly floral notes, its juiciness trickling down your face. One of the earliest fruits to be domesticated, the plum originated in Eastern Europe and China, which still dominate global production, accounting for around 55% of all plums grown. There are many varieties — from the tangy Damson to the beloved Victoria, Britain's most common type. While UK plums are typically harvested from late summer to early autumn, their popularity continues through winter thanks to imports from the Southern Hemisphere. This keeps plums a seasonal favourite from January onward, sitting alongside apples and pears as a sweet yet slightly exotic option. In desserts, plums shine — from upside-down cakes and tarts to fruit pairings with banana, peach, or cherry. Their deep purple hue makes them visually striking, especially in bakes where they're layered or fanned on top of pies.

Recent advances in modern farming have given plums a "fresh face," improving reliability, shelf life, and flavour. UK production has doubled over the past year, and the global market is projected to see steady growth through 2032,

driven by evolving consumer interest in seasonal, functional, and flavour-forward fruit.

Beyond taste, plums bring health benefits — they support digestion, are rich in antioxidants, and aid cognitive function. Their dried counterpart, the prune, remains a staple for digestive health. Drying intensifies sweetness and removes tartness, giving prunes a deep, jammy richness that has inspired a wave of new prune-based juices and snacks for wellness and convenience.

Plums also extend beyond dessert. Their natural acidity and fruitiness make them ideal for wine and spirits, particularly Slivovitz — a traditional plum brandy often made from Damson plums. Though labour-intensive and usually crafted in small batches, it's prized for its smooth, warming character. A winter favourite, Slivovitz pairs beautifully with apple juice, cinnamon, and ginger beer for a spiced, fireside drink perfect for cold evenings.

With modern innovation meeting ancient tradition, the humble plum is only just beginning its comeback.



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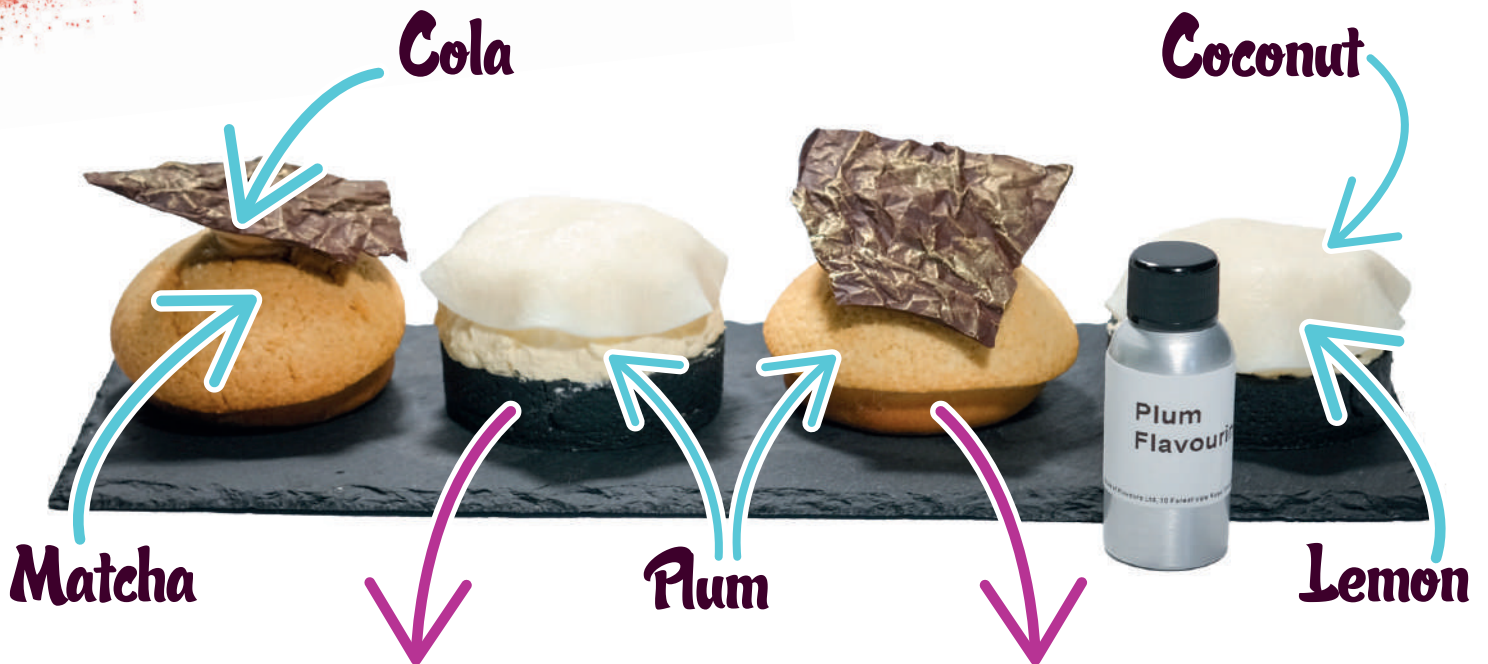
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Our plum flavouring mimics that sweet, tart and floral flavours to be perfectly balanced with sweet products.



This little delight begins in a crisp tart case with a layer of lemon cake for a bright, sweet citrus burst. A seeded praline adds nutty depth, while a coconut-flavoured custard complements the nuttiness with a creamy, indulgent finish. The dessert is topped with a plum cream, bringing a rich, fruity lift to balance the flavours.

Inspired by Japanese melon bread, these rolls start with an enriched dough infused with plum for a fruity base. They are topped with a matcha-flavoured biscuit before the second prove and baked together. The flavours are elevated with a caramel-cola filling, creating a harmonious blend of earthy, spiced, fruity, and citrusy notes.



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