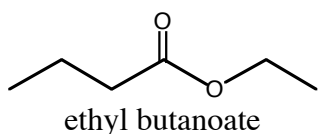
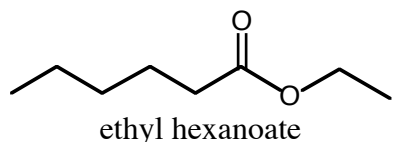


## What's the difference between strawberries and raspberries?

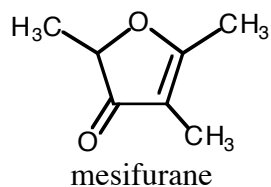
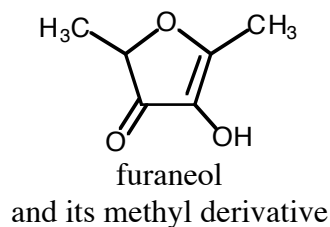
Well, first there is texture, size of the seeds, fragility and shelf life. But most important, there is aroma and flavor. And aroma and flavor always have an organic chemical source.

### Strawberries

Over 360 volatile organic compounds have been identified in strawberries. The “character impact” compounds are



And particularly:



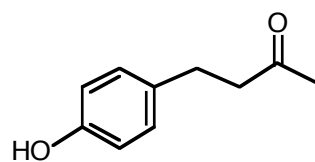
Other volatile compounds in strawberries and raspberries contribute to and modify their characteristic tastes. They also each contain sugars (sucrose, glucose, and fructose) and acid (citric acid).

Interestingly enough, blackberries don't have a signature compound or set of compounds that can be identified as typical of blackberry taste, although over 245 volatile compounds have been isolated from them, many of which contribute to their taste.

There you have it!

### Raspberries

Over 226 organic chemical compounds have been identified in raspberries. The “character impact” compound is known as raspberry ketone:



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