Flavor Chemistry of
PUMPKIN SPICE

History and Sales

2003

Starbucks pilots the Pumpkin Spice Latte (PSL) in 100 stores

2004

PSL is released across the United States, and is an icon is born

Fun Fact!

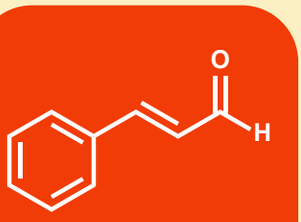
Launch of the PSL increased total sales for Starbucks **by 11% in its first year!**

Total *Pumpkin Spice* product sales are now **over $600,000,000 annually**

Flavor Chemistry

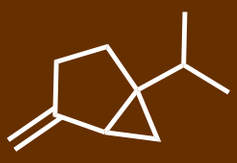
The unique flavor and aroma of pumpkin spice is associated with the **spices used in pumpkin pie filling**, ***not* actual pumpkin!**

Cinnamon



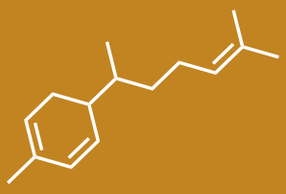
cinnamaldehyde

Nutmeg



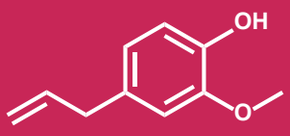
sabinene

Ginger



zingiberene

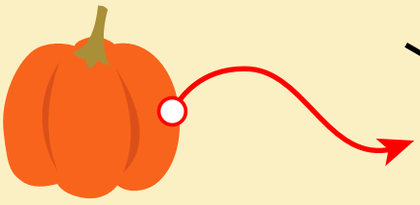
Clove

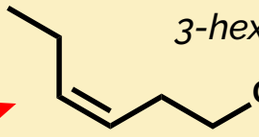


eugenol

Another Fun Fact!

Fresh & vegetal aromas associated with actual raw pumpkin is caused by compounds like hexenol





3-hexen-1-ol