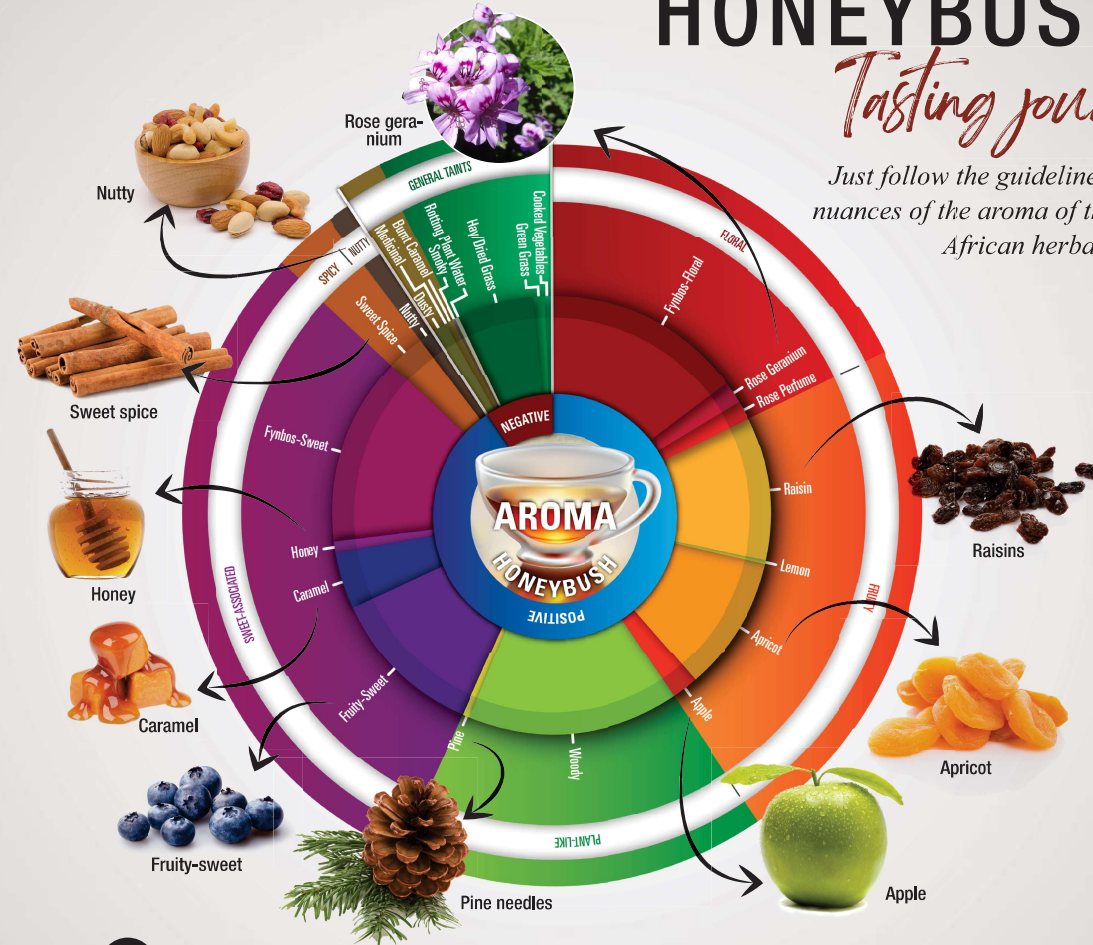


You are invited on a

HONEYBUSH TEA

Tasting journey

Just follow the guidelines and discover nuances of the aroma of this unique South African herbal tea



Honeybush Lexicon of Positive Aroma Attributes

General Attribute	Specific Attribute	Description
FLORAL	Fynbos-floral	Sweet, floral aromatics associated with fynbos vegetation.
FLORAL	Rose geranium	Floral aroma associated with the rose geranium plant.
FLORAL	Rose perfume	Floral aroma associated with rose petals or rosewater (Turkish Delight).
PLANT-LIKE	Woody	Aromatics associated with dry bushes, stems and twigs of fynbos vegetation.
PLANT-LIKE	Pine	Aroma associated with pine needles.
FRUITY	Apricot	Sweet-sour aromatics associated with apricot jam or dried apricot.
FRUITY	Apple	Sweet, slightly sour aroma associated with cooked apples.
FRUITY	Lemon	Aromatics associated with fresh lemons or lemongrass.
FRUITY	Raisin	Sweet aroma associated with 'hanepoot' raisins.
SWEET-ASSOCIATED	Fruity-sweet	Sweet-sour aromatics reminiscent of non-specific fruit.
SWEET-ASSOCIATED	Honey	Aromatics associated with the sweet fragrance of fynbos honey.
SWEET-ASSOCIATED	Caramel	Sweet aroma characteristic of caramelised sugar or caramel pudding.
SWEET-ASSOCIATED	Fynbos-sweet	Sweet aromatics associated with fynbos vegetation.
SPICY	Sweet Spice	Aromatics associated with sweet spice, mainly cinnamon/cassia bark.
NUTTY	Nutty	Aromatics associated with fresh walnuts or chopped almonds.

What is an aroma lexicon?
The LEXICON gives a specific definition for each descriptor. A descriptor is linked to a common food or aromatic product, e.g. rose perfume can be associated with rose petals or rosewater used in Turkish Delight.

Can I improve my "nose" to identify specific descriptors?
YES! Use the LEXICON to find suitable reference samples. You will find most in the supermarket, e.g. caramelised sugar for caramel. These references will help you identify each specific descriptor. PRACTICE to identify each descriptor to develop an "aroma memory" of honeybush tea. This will help you to DESCRIBE the specific honeybush aromas that you like.

STEP 1 Smell and taste the tea.
Like honeybush tea, but can't describe its aroma? – let the AROMA wheel and LEXICON help you decode the nuances ...

