









# the map of maple

intensity 

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aroma and flavor

<p>maple</p> 	maple	
<p>toasted</p> 	<p>baked apple brioche golden sugar crème brûlée</p>	<p>toasted nuts roasted marshmallow burnt sugar caramel coffee</p>
<p>milky</p> 	<p>fresh butter condensed milk</p>	<p>melted butter butterscotch</p>
<p>confectionary</p> 	<p>light brown sugar molasses</p>	<p>dark brown sugar toffee</p>
<p>spice</p> 	<p>vanilla nutmeg</p>	<p>cinnamon mixed spices</p>
<p>fruity</p> 	<p>raisins orange peach mango raw nuts</p>	<p>prunes grapefruit apricot</p>
<p>floral</p> 	<p>honey floral blend</p>	
<p>earthy</p> 	<p>grassy oats mushroom</p>	<p>hay</p>
<p>others</p> 	<p>praline bourbon spiced meat mineral notes</p>	<p>dark chocolate soy sauce leather</p>

taste

	<p>sweetness</p>	<p>← balance →</p>	<p>maple intensity</p>
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mouthfeel

	<p>smooth</p>	<p>←————→</p>	<p>mineral</p>
	<p>thin</p>	<p>syruy</p>	<p>thick</p>

## tasting maple syrup

The **map of maple** is a sensory tool, allowing you to explore all the wondrous possibilities of Vermont maple syrup. Here are some hints for tasting on your own.



Smell the syrup before tasting. Try to identify any distinct *aromas*. Take a look at the list of **aroma and flavor** descriptors as a guide.



Take a small sip of the syrup. Move the syrup in your mouth briefly, and *feel* the texture. See the **mouthfeel** section for suggestions.



Then, evaluate the taste characteristics. See the **taste** section for suggestions. For all the sensory properties evaluated, always try to assess the *quality, quantity and balance* of the descriptors identified.



Consider the *flavor* with another sip. See if the sensory “families” help you place the aroma and flavor of the syrup, allowing you to identify and describe each particular maple syrup.



If possible, taste and share your reactions with a friend. Sometimes tasting and talking with others can help your descriptions.

## why taste and tell?

Maple syrup is an old-fashioned yet long-lived taste of Vermont. Exploring the differences between Vermont syrups can capture the variety of delightful and delicious possibilities the state has to offer. Learning the qualities that make each batch of maple syrup unique helps create exciting new conversations where producers, retailers and consumers engage in identifying the aromas, flavors and tastes of your favorite syrup. Though you might use this tool in a variety of ways, we hope it can serve as a roadmap on a fabulous journey through Vermont’s distinctive maple syrups.

“[When] you do sip your way through a few ‘syrup flights,’ you quickly realize that maple syrups are wildly different once you get beyond that great bear hug of sweetness.” —**food writer Rowan Jacobsen in *American Terroir***

### the taste of Vermont

This sensory map captures the delicious qualities of Vermont maple syrup. A team of researchers, sugarmakers and sensory panelists collaborated over several years by evaluating maple syrup from throughout the state of Vermont. It was jointly developed by the Nutrition and Food Sciences Department at University of Vermont and the Vermont Agency of Agriculture Food and Markets. Researchers at Middlebury College were also involved. State funds for this project were matched with Federal funds under the Federal-State Marketing Improvement Program of the Agricultural Marketing Service, U.S. Department of Agriculture.



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