Maple water: A first look

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Drinking tree sap is common in several areas of the world, but is far less practiced in North America. Several new maple-sap derived beverages have been introduced into the consumer market and prominently featured in news articles over the past year.

This outlet for maple sap has considerable promise for opening up new avenues for the sale and consumption of maple products, particularly if it can achieve the success of its forerunner beverage, coconut water, and may help to produce a higher demand to meet the rapidly growing production of maple.

Fresh maple sap is considered a good hydration source, with few calories than coconut water, and typically with a good crisp, slightly sweet, vaguely woody

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taste. Maple products also have a dis-
tinct advantage in the North Amer-
ican market by appealing to consum-
ers who wish to purchase
- The benefits of using maple syrup. Several drank bottled
maple syrup. Most participants were both male and female
(reader 24 oz serving). A few noted some bitterness in the after-
taste. The data are not disclosed due to
privacy concerns.

Quality control

It is fair to say that, in the tests that were conducted, the majority
of the products were of high quality. Market research
suggests that consumers prefer maple products that are
fresh and do not have an unpleasant after-taste. A few of the
products were identified as having a maple flavor that was not
as strong as expected. However, these products were still
considered to be of high quality and were
recommended for purchase by consumers.

Conclusion

In conclusion, maple products offer a
range of benefits that make them a
popular choice for consumers. The
market for maple products is growing,
and there is a need to ensure that these
products are of high quality. Consumers
are willing to pay a premium price for
products that are fresh and have a
strong maple flavor. It is important for
producers to continue to improve the
color, taste, and aroma of their products
in order to meet the needs of consumers.

References