

Title Discovering new flavours in germplasm of kiwifruit: diversity and potential
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Abstract

Recent research has identified 33 odour active compounds but no major impact compounds in commercial kiwifruit (*Actinidia deliciosa* cv. Hayward) using a GCO approach. Fruits of two other species of kiwifruit have recently been introduced to commerce (*A. chinensis* and *A. arguta*), extending the kiwifruit category. The new fruit types have different flavours (as detected in volatile profiles) to traditional kiwifruit and sensory comparisons highlight this fact. Upon screening kiwifruit germplasm, over 800 volatile flavour compounds were detected and several flavours have been described in sensory terms. Fruit preference maps indicate that there are spaces for new fruits in the kiwifruit category. This information demonstrates the potential for introducing new flavours into kiwifruit using modern breeding techniques.