Flavor is a sensation that comes and is caused by chemical components of volatile or non-volatile, which originated from natural or synthetic, and occur during eating or drinking. Now, flavor more rapidly adopted by food and beverage industry in Indonesia, especially in beverage products. The purpose of this study is to understand changes that occur in flavor release in the final product by mixing the flavor concentrat with a solvent that is affected by the concentration of key components, mixing time and length of storage using a flavor 10x more concentrated than the ready to use (RTU) flavors. The Comparison that used between flavor concentrat and solvent are 60:40, 70:30, 80:20, 90:10, and 100:0. Before mixing between flavor concentrat and solvent in some concentration will be conducted preliminary research to find optimum speed mixing using concentrat 10x that diluted until the concentration is equal to the RTU flavors that have been used in products already marketed. Flavor has been mixed to be tested storage for 5 weeks with weekly observation. Observations were using the Different Test with Triangle Test sensory that will prove whether formulations are different or not with the RTU flavor. Further development in industrial scale study will be conducted later.

Keywords: blended flavor, flavor release, concentrat flavor, length of storage, mixing time