Indonesia is rich of exotic fruits; not only has so many varieties of fruit, even one variety of fruit has various cultivars or species; for examples mango and banana. It is a big opportunity to further explore and apply exotic fruits as flavor into food products. Consumers are already familiar with exotic fruit flavors in confectionery products, yoghurt, beverages, etc. However, there are some challenges related to exotic fruit flavor, among others the suitability to apply the flavor into types of product, plant cultivation that has not been handled properly, etc.