CLAIMS

1. An extract of a freshly obtained plant biomass, wherein the extract comprises at least one anthocyanin, wherein the plant biomass is strawberry, and wherein the extract comprises: (i) 0.007 ppm to 0.027 ppm 2,3 butanedione, (ii) 0.05 ppm to 0.1 ppm 3,7,11-trimethyl – 1,6,10-Dodecatrien-3-ol; (iii) 0.02 to 0.1 ppm dihydro-5-octyl-2(3H)-Furanone; (iv) 0.05 to 0.15 ppm 4-hydroxy-2,5-dimethyl-3(2H)-Furanone, (v) less than 0.3 ppm 2-methylpropan-1-ol; (vi) less than 0.5 ppm 3-methyl butanol; and (vii) less than 0.4 ppm 2-hexenal.

2. A perfumed article comprising the extract of claim 1, wherein the perfumed article is selected from the group consisting of: an aromatic water, a perfume, a cologne, a bath gel, a shower gel, a shampoo, a hair care product, a cosmetic preparation, a deodorant, an air freshener, a detergent, a fabric softener, and a household cleaner.

3. A flavored consumer product comprising the extract of claim 1, wherein the product is selected from the group consisting of: baked goods, dairy based products, dairy analogues, products based on fat and oil or emulsions thereof, milk products, confectionary products, desserts, chocolate and compound coatings, cereal products, non-alcoholic beverages, alcoholic beverages or instant or ready-to-drink beverages.