It is crucial to understand influential parameters for acquisition of consumer liking to ensure successful product introduction and competitiveness in the marketplace. This article aims to study and understand liking in relation to sensory characteristics, consumer concept associations, arousal potential and appropriateness for use using apple juices as an application. First, a laboratory panel (n=15: F=10, M=5) determined the sensory profile of the apple juices using the methods Partial Napping and Ultra Flash Profiling based on taste and flavor. Next, consumers (n=196: F=136, M=60) evaluated key apple juice parameters. The basic tastes sweet and sour were key properties and played a central role in liking acquisition. Apple juices having a sweet/sour balance were most liked. The importance of balance in sensory properties was underlined by the fact that consumer liking was related to the concept balanced. Additionally, the consumers liked the apple juices when associated with exclusive, National identity, interesting, complex and unique. High levels of perceived complexity, surprising and novelty increased the consumers' liking. The most liked apple juices received the highest ratings in appropriateness for use regardless of use situation. Practical Applications: Food producers can use the information to understand how a food product's sensory characteristics, consumer concept associations, arousal potential and appropriateness for use influence liking. This information is useful in new food product development and marketing of the products.