

TASTE MODIFICATION, EXPLAINED



The rules have changed for better-for-you products.

Your consumers demand it all: delicious, convenient, healthy, responsibly sourced food. But of course, tough taste challenges come along with those wellness-focused products. The experts at FONA are ready to help. If you're exploring taste modification, here are some things to know.

1. What is Taste Modification Technology?

Specially designed flavor systems that modify perceived taste, trigeminal and mouthfeel attributes of a food product rather than deliver a characterizing flavor (such as strawberry or chocolate).

2. What products benefit from Taste Modification?

The taste challenges best addressed with taste modification technologies are often those that come from healthier and better-for-you products. They are the challenges that are just not solved by a characterizing flavor alone.

- *Sugar reduction* - sweetness enhancement challenges
- *Protein masking* - bitterness, astringency and inherent presence of off-flavors
- *Sourness, bitterness and metallic masking* - vitamins, amino acids and other active ingredient masking

- *Salt reduction and meat alternative flavor optimization* - Salt and Umami enhancement, plant-based protein masking
- *Mouthfeel optimization* - improve flavor delivery and increase indulgent sensory experiences

3. How do we find the right solution?

FONA uses "The Solutions Approach" to Taste Challenges. It's a three-step process that involves:

1. Screening your product for taste challenges organoleptically and analytically.
2. Applying taste modification approaches to suit flavor and label requirements
3. Validating the taste modification solution from an analytical and sensory perspective.

Let's empower you. Schedule a conversation.

You deserve to know all the options available to deliver the best product possible. Let's schedule a time to discuss the challenges you're facing so our team can get to work.

Contact your Account Executive, or reach out to
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