



MASKING SOLUTIONS for Neutral Plant-Based RTE Desserts in Europe

MARKET UNDERSTANDING

- A SHIFT FROM NICHE VEGETARIANS & VEGANS TO **MASS MARKET FLEXITARIANS** -

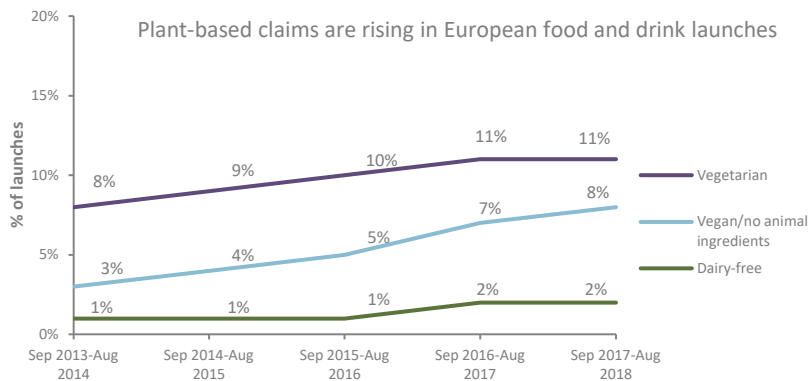
Consumers limit their consumption of animal-derived products to improve their health & wellness

Due to the numerous scandals, some consumers are **concerned about the safety** of meat & dairy products



The variety of available proteins (nuts, seeds, legumes etc.) provides **accessible alternatives** to animal-derived products

Animal welfare & environmental awareness encourage consumers to look for plant-based alternatives



Source: Mintel; Europe, percentage of food and drink launches with select plant-based claims, Sep 2013-Aug 2018



In plant-based products, **soy** remains as the mainstream base ingredient. Additionally, there is an increasing trend of **pea**-based products, as the ingredient is not only an excellent source of many nutrients, but is also hypoallergenic.

THE CHALLENGE

DISTURBING TASTE

Both SOY as well as PEA are known for their **unpleasant, chalky and bitter aftertaste**. Consumer expectations are now going beyond functionality, and **great taste is becoming key**.

THE SOLUTION

6 FLAVORS IMPROVING THE TASTE OF PRODUCTS BASED ON SOY & PEA







Firmenich Innovative Solutions used:



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As consumers turn to being more health & lifestyle savvy, they are also becoming more demanding with regards to the sensory characteristics of the products they purchase.

Therefore, Firmenich has created 6 innovative natural flavors that help in masking the unpleasant bitter aftertaste of soy and pea protein products, allowing them to not only be healthy, but deliciously indulgent too!

Flavor Code	Name	Form	Solution	Recommended dosage in RTE Pea Dessert (3% of pea protein)	Recommended dosage in RTE Soy Dessert (3% of soy protein)	Comments
NEW! 513540 TP1704	Protein Masker Flavor	powder		0.08%	0.08%	Masking the astringency
050002 2074T	Modulasense® Flavor	liquid		0.05%	0.05%	Enhances mouthfeel sensation
NEW! 565845 1T8	TasteGEM® SW 3D Flavor	liquid		0.05% (max. 0.2%)	0.04% (max. 0.2%)	TasteGEM® + masking flavor, a more creamy-milky taste
554190 T	Masking TasteGEM® Flavor	liquid		0.02% (max. 0.084%)	0.02% (max. 0.084%)	TasteGEM® + masking flavor
555933 SPM	TasteGEM® SW	powder		0.01% (max.0.0139%)	0.01% (max.0.0139%)	TasteGEM® Improves the sweet perception to mask the astringency and/or to decrease the acidity perception
554449 2T	Soy Masking TasteGEM® Flavor SW	liquid		0.02% (max. 0.41%)	0.02% (max. 0.41%)	TasteGEM® with a touch of vanilla flavor

All flavors are natural, vegan, halal & kosher suitable



For more information about recommended applications, dosage rates, or to order flavor samples, please contact your Firmenich Representative.