

Optify®

Taste Modification

Tailored to your toughest taste challenges.

Your consumers demand it all: delicious, convenient and healthy. Optify® taste modification technology helps you to deliver against tough consumer taste expectations for functional, performance-focused and better-for-you products. Count on expertise in every flavor.

Our three-step approach to taste modification that has been perfected over decades: **Neutralize, Characterize, Optimize.**

Plus, our **expertise and hands-on support** help deliver a successful product, not just a taste modification solution.

Solutions tailored to your needs:



MOUTHFEEL CHALLENGES

Taste is only part of the whole. Consumers today are searching for textures that deliver the right experience. Improve flavor delivery and increase sensory experience for your consumer.

- Add fatty mouthfeel to astringent protein bases
- Combat the mouth-drying sensation in some functional ingredients
- Deliver a full mouthfeel in reduced-sugar products
- Deliver a creamy mouthfeel to your product
- Showcase sensations such as tingling, juicy, and cooling



PROTEIN CHALLENGES

Count on a “whole product” approach to your protein packed product.

- Combat off-notes, unwanted aromas and protein base off-tastes
- Evaluate solubility issues
- Reduce mouthfeel challenges
- Help with shelf-life extension needs
- Solutions for binding and flavor absorption issues

McCormick Flavorsolutions

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ACTIVES AND FUNCTIONAL INGREDIENT CHALLENGES

We can help deliver the nutritional and medicinal needs of consumers with great taste.

- Combat bitter, metallic, sour, acidic and lingering off-notes
- Identify variables at play with our experts
- Receive customized solutions, speed and access at every step



SUGAR REDUCTION CHALLENGES

Find the right balance while reducing sugar. Many consumers want to reduce sugar, but natural sweeteners come with taste and mouthfeel challenges.

- Enhance sweetness without the aftertaste
- Combat mouthfeel challenges due to reduced sugar
- Deliver a consumer-friendly label
- Access industry-leading flavor formulation expertise
- Customized solutions and precise accuracy on the perfect profile

Taste challenges holding you back?
Let's see how taste modification can help.



Visit our website to learn more about Optify® or reach out to Jenna Siciak, Scientist I – Taste Modification

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