Building Functionality
without Sacrifing Craveability

Functional ingredients can introduce distinct taste and sensory challenges into confections. Optify™ Taste Modification and flavor solutions help manage ingredient driven off-notes, balance sweetness, and build back the indulgent flavor experience consumers expect.

Tackle Taste Challenges

Proteins, fibers, and other functional ingredients can introduce unwanted sensory characteristics, including bitterness, earthiness, chalkiness, drying sensations, and lingering off-notes. Targeted masking solutions can help reduce these challenges, while customized taste modification addresses the full sensory profile, especially when multiple functional ingredients are used together.

Maintain Consumer Appeal

Layering sweet brown, fruit, and other characterizing flavors can help recreate an indulgent confectionery experience by amplifying sweetness perception, increasing flavor impact, and adding depth.

Build Flavor Around the Function

Tailor flavor profiles to the functional ingredient system and application format, creating customized solutions for gummies, chocolates, chews, and other functional confectionery products rather than relying on a one-size-fits-all approach.

Together, let's make functional confections your consumers crave.



"Work **WITH** your challenging ingredients, not against them! Leaning into **what's already there** makes it easier to create a **functional product** consumers will love."

- Tara Overland, Scientist II

McCormick Flavor solutions

Reach out to discuss or click to request a FREE flavor sample.

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