Enhance Sweetness with Less Sugar

Reducing sugar can be more complex than just replacing sweetness. Flavor and Optify™ Taste Modification can help rebuild sweetness perception, manage off-notes, and restore the indulgent eating experience consumers expect from confections.

Optimize Sweetness While Managing Off-Notes

Manage off-notes from alternative sweeteners, including bitterness, metallic aftertaste, cooling effects, and lingering sweetness, while enhancing perceived sweetness.

Rebuild Indulgence

Build back caramelized and cooked character with sweet brown flavors, while creating targeted browned notes through reaction flavors. Layer complementary flavors like vanilla or caramel to support sweetness perception and create roundness.

Take Control with Tailored Solutions

Match the target sugar profile with flavor solutions tailored to the sweetness and character being reduced. Deliver application-specific solutions across gummies, chocolate, caramel, and other confectionery formats to deliver the right balance of taste, depth, and performance.

Count on sweetness optimization solutions that deliver with speed and access at every step.



"Sugar contributes far more than sweetness. Successful reformulation begins by understanding everything sugar was doing in the product and rebuilding those functions."

- Erika James, PD Scientist

McCormick Flavor solutions

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