Contending with **taste challenges** because of actives and functional ingredients?

We've got answers.



Bitter. Metallic. Sour. Acidic. Lingering off-notes. You're working to deliver the nutritional and functional needs of your consumers – but the taste and aroma challenges you're facing can be daunting. At the same time, live consumer tasting and validation can be complicated and time-consuming.

What if you could "block the blech" AND predict and validate your solution in an easier way?

Our three-step plan to help you overcome taste challenges:

1. **Discover.** Open access to an expert team that will examine your specific needs with a "whole product" approach. Let's quickly identify the variables at play in your product.
2. **Customize.** You deserve a custom solution, and that's what you will get, backed by decades of taste modification expertise for nutritional & over-the-counter (OTC) products – plus the latest cutting-edge analytical techniques.
3. **Hit Go.** Validated, high-quality taste solutions developed and delivered with a speed you won't believe. Put us to the test and prepare to be wowed.

Optify®

Taste Modification Technology

Flavorsolutions

It's time to move forward. **It's time for a custom solution, catered to your specific needs. It's time for Optify®, McCormick Flavor Solutions' suite of taste modification solutions.**

Reach out to get started:

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