Mouthfeel challenges messing with your timeline?

Our experts have you covered.



In this day and age, while critical to product success, product taste is only part of the whole. Consumers today are searching for textures that deliver the right experience.

With Optify®, McCormick Flavor Solutions can help you to improve flavor delivery and increase an indulgent sensory experience for your consumer. Many of these textures come with associated emotions or nostalgia for consumers; soft, creamy textures are perceived as comforting and indulgent, while spice and heat are more adventurous. Let's allow you to tell the story and empower you in your product development.

You might be looking to:

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

Optify®

Taste Modification Technology

Flavorsolutions

Count on taste modification and mouthfeel modification that delivers, with speed and access at every step. Count on Optify®, McCormick Flavor Solutions' suite of taste modification solutions.

Reach out to get started:

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