Your product, now with reduced sugar
& **enhanced sweetness.**

We like the taste of that.



A shopper lifts your product, turns it over. One finger scrolls down the product panel. There it is – added sugar. She reads the amount, then puts it back where she found it. If you're balancing the need for reduced sugar with the need for great taste, you're not alone.

The movement against added sugar is putting so many product developers in a tight spot. So many consumers want to reduce sugar, but natural sweeteners come with taste challenges. How do you keep your taste profile AND a consumer-friendly product label?

Optimize your product with the right taste modification.

When it comes to reducing sugar in your product, you deserve customized taste solutions. At McCormick Flavor Solutions, it's our approach that sets us apart.

- Industry-leading flavor formulation expertise
- Laser focus to deliver a customized solution
- Pinpoint-precise accuracy on the perfect profile
- No label or consumer preference too tough

Optify®
Taste Modification Technology

Count on taste modification and sweetness enhancement 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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