



OPTIMIZING CONSUMER APPRECIATION OF YOUR PRODUCT

Flavour and texture are key drivers in food preference and selection. Creating a product with an optimal aroma and taste and minimal salt, sugar and fat levels while meeting the demand for clean label is a major challenge in product development. With our expertise to instrumentally and sensorially characterize and

simulate the performance of these aspects, you will create delicious products that perfectly fit consumer expectations. Utilizing state-of-the-art equipment, we can speed up recipe development, implement clean label processes and quantify the true wanting of your product.

UNLOCK THE SECRETS OF FLAVOUR AND TEXTURE PERCEPTION

Besides an excellent aroma and taste profile, mouthfeel of a product upon consumption is also key in the overall quality perception of a product. Consumers expect products low in calories or formulated with new sources of ingredients to evoke a level of creaminess just as good as the original product. Hence, developing acceptable healthy food alternatives is often extremely challenging. Our extensive expertise in

flavour, texture and their interactions gives you access to state-of-the-art flavour and texture tools in combination with sensory studies (expert panel, consumers). This enables you to improve the quality of foods for optimal consumer reward. In addition, producing natural, clean label flavours by fermentation or enzymatic processes is another of our key areas of expertise. With our in-depth technical knowledge about flavour and texture interactions we can help you create delicious all-natural products.

