



# High Protein Perfected

Elevating taste across protein-enriched shakes, bars, baked goods & beverages.

From shakes to snacks to clear refreshers, protein is finding its way into every format. What decides success, though, is taste.

That's why our natural masking and mouthfeel-enhancing flavor technologies are designed to meet protein's toughest taste challenges head on.

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# Functional & Flavorful

In today's market, nutrition isn't enough.  
It has to taste incredible too.

Protein has become the star of modern nutrition, showing up in everything from snacks to shakes. But as demand rises, so does a persistent challenge: making high protein products taste as good as they are for you.

Chalky textures, bitter notes, and lingering aftertastes can quickly turn promise into disappointment.

That's where our masking and mouthfeel solutions make all the difference. They close the gap between protein-rich innovation and great taste, giving developers the tools to deliver the nutrition consumers want, with the taste experience that keeps them coming back.

# High Protein High Enjoyment

We believe consumers shouldn't have to choose between what tastes good, what feels good, and what's good for them.

From protein-packed snacks to ready-to-mix shakes and ready-to-drink beverages, our masking and flavor solutions tackle protein's biggest flaws by neutralizing off-notes, masking bitterness, balancing mouthfeel, and adding indulgence to high protein formulations.

**The result: All the benefits of protein without the trade-offs in taste or texture.** And with our market, sensory, and technical expertise behind you, better-tasting protein-enriched snacks, shakes, and beverages aren't just possible — they're inevitable.

## End-to-End Support for Better-Tasting Protein:

- ✓ Market Intelligence
- ✓ Consumer & Sensory Insights
- ✓ Product Development & Technical Expertise
- ✓ Regulatory & Compliance Support
- ✓ Shared Goal: Healthier, vibrant-tasting, high protein products

# Natural Taste Solutions

Transforming high protein products from a nutrition checkbox into a taste experience consumers look forward to.

## ModulaSENSE®

*Taste Optimizing Flavors*

ModulaSENSE® is a range of unique flavors that modulates and finetunes taste distortions that arise due to functional enrichment such as protein.

This allows for the harmonization of taste and texture attributes, delivering a rich, delicious, product experience.

- Masking
- Mouthfeel
- Bitterness
- Sourness
- Astringency
- Lingering

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## Dynarome®

*Taste Optimizing Flavors*

Dynarome® DA is a proprietary flavor technology, crafted to deliver rich mouthfeel.



# Every protein source has its taste challenge

**From plant to whey to collagen, each comes with its own profile of undesirable tastes and textures. Mapping these differences is where better protein-enriched taste innovation begins.**



## **Plant-Based Protein**

Plant-based snacks and beverages are on the rise, built on everything from single-source proteins to complex blends.

### **Taste Profile Challenges:**

Cardboard, Vegetal, Earthy, Hay-Like





## Whey Protein

One of the most popular proteins for snacks and ready-to-mix beverages, whey stands out as a complete protein that supports muscle growth and recovery with rapid absorption.

### **Taste Profile Challenges:**

Animalic, Cheesy, Sour, Dairy



## Collagen Peptides

Fueled by the beauty-from-within trend, collagen continues to resonate with consumers. Known for its digestibility, it bridges functional wellness with nutritional value.

### **Taste Profile Challenges:**

Beefy, Animalic



## Other Ingredients

Whether it's a kick of caffeine, a dose of vitamins and minerals, or the balance of sweeteners, these ingredients help define the final product experience.

### **Taste Profile Challenges:**

Bitter, Metallic

A man with a beard and short dark hair is shown in profile, drinking from a black shaker cup. He is wearing a light-colored t-shirt. The background is a soft, out-of-focus grey.

# And every unique taste challenge has a tailored solution

So that no matter the protein,  
taste always wins.

## ModulaSENSE®

Mask the aromatic off-notes found in proteins, natural sweeteners and nutritional ingredients, while increasing the perception of sweetness and creaminess.



# The science of taste, applied to protein

## Mouthfeel- Enhancing Flavors

Reduce the astringency and other undesirable taste qualities commonly found in proteins and other nutritional ingredients.



# The see-through revolution in protein

Clear protein is making waves, from sparkling refreshers to still beverages, and it pairs perfectly with lighter, fruit-forward flavors.

With innovations across whey and plant-based proteins, this category is redefining how consumers experience protein.

Want to see where the trend is heading?



Scan now  
to book your  
meeting

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Ask your Account Manager about our range of plant-based proteins, including Vertis™ CanolaPRO®, a novel, specialty, Upcycled® certified, complete protein source with a perfect PDCAAS of 1, performing well across various product formats.

**Vertis™ Pea & Fava Proteins are also available.**

# All the high protein benefits. None of the trade-offs.

Join us in building the next-generation of protein-enriched products.

From snacks to shakes, we work with developers to craft high protein products that taste as good as they perform. Partner with us to explore your next big launch or elevate what's already in market.



Scan now  
to book your  
meeting

# We bring progress to life

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