



## CASE STUDY

# Better Tasting Vegan Protein

### The challenge: Make a better tasting plant-based protein drink.

Protein drinks have busted out of workout/recovery and now figure as snacks and meal replacement for all ages. Demand for **plant-based** protein is growing, especially among younger consumers.

The health-minded are also looking for **added functional benefits** like immune support, stress management, and enhanced cognitive function.

But layering all those ingredients together typically adds up to flavor chaos. A client laid out three problems to solve:

#### 1. Make our plant-based protein taste creamy. No one likes chalky, gritty drinks.

**Solution:** 504NMP flavor modifier is our standout for masking vegan proteins' earthy off-notes. It also imparts a creamy mouthfeel, overcoming a major sensory objection tasters have to vegan protein products.

#### 2. Mask the funky off-flavors that come with functional ingredients like adaptogens, collagen, probiotics, mushrooms, terpenes, vitamins and minerals.

**Solution:** Target the correct ClearMask flavor modifier to the type of off-note—bitter, earthy, metallic, astringent, or salty. The metallic note in vitamins, for example, is best masked with FM505. Mineral off-notes are best masked with FM503. Our team helped the client discover a modification combination that brought out the best flavor in each product.

#### 3. Deliver clean sweetness without added calories or artificial sweeteners.

**Solution:** 201NMP Sweetness Enhancer. In low concentrations, this formula blocks lingering bitter notes without imparting sweetness. It gave our client a “blank slate” for SKUs that didn't need extra sweetness. For other SKUs, the client increased the level of 201NMP. At a higher level, it masked lingering bitterness while also rounding out the flavor profile with a late-onset sweetness.

Whatever the R&D flavor challenge, ClearMask's range of flavor modifiers and sweetening systems has a solution.

