

Sensient presents innovative taste modulation and protein masking solutions

With its “Sweet Solutions”, Sensient Flavors supports sugar reduction concepts in various beverage, bakery and dairy applications. The range helps to maintain the full sensorial perception in the end product, even if sugar is significantly reduced. Without the need to change the labelling, Sensient Sweet Solutions can help to create pleasant sugar reduced still or carbonated drinks, from tea-based to fruit-based and many more, as well as a wide range of sweet products such as cookies, wafers and biscuits and yoghurt.

Protein masking – for delicious functional products

As the major trend in the food industry, protein has many benefits and helps to enhance the nutritional profile of numerous products. But whether it's sports drinks, diet shakes or snack bars, the main challenge in product development is to mask the unpleasant taste that many proteins deliver. The experts at Sensient have developed innovative protein masking solutions that work with proteins from all sources as well as with protein blends. Using these solutions, manufacturers can improve the taste profile of their products by eliminating off-notes and even improving the unpleasant mouthfeel that some proteins display. The proprietary masking technologies allow for natural, non-GMO, allergen-free and kosher labelling – always in line with the customer's products and needs.

Capturing the true flavour

Sensient Natural Origins™ is a comprehensive range of authentic “true to nature” extracts that come from the named source and thus fulfil the highest

expectations. The Sensient Natural Origins™ botanicals collection includes herbs such as hop, basil and sage, spices such as cardamom, saffron and pink pepper, as well as a broad variety of dazzling floral notes such as cherry blossom, lavender and chrysanthemum. A highlight of the range is the ginger collection. These powerful extracts add a rich taste of different ginger profiles, including the exotic and powerful Chinese ginger, and the spicy Nigerian ginger.

Taste the Trends

Barbara Lezzer, Director of Marketing Europe for Sweet and Beverage, comments: “We look forward to welcoming visitors to our stand. They can discover how to partner with Sensient in order to develop new and unexpected taste profiles based on key market and consumer insights. With our holistic approach, our experts help customers to develop integrated natural product concepts including flavouring, colouring and balanced sweetness that meet the highest needs.”

On the stand, visitors will be able to experience Sensient's “Trends to Taste” programme and sample two surprising flavours. Petrichor – the scent of rain on dry earth – and Cucamelon, a Mexican miniature watermelon with a surprising lime and cucumber taste. Also ready to be tasted will be new drinks concepts: A sugar reduced still drink with botanical flavours, a carbonated ginger beer with Sensient Natural Origins™ ginger extract and a botanical based alcoholic cocktail. For the bakery and confectionery sector, Sensient will showcase sweet solution in reduced sugar vanilla biscuits, and jellies with Natural Origins™ flavours and Sensation flavours. A high protein bar will also be available to demonstrate the company's protein masking solutions. ◆

Aslam Pakhali elected as Chairman PFVA

Aslam Pakhali of F.A. International (one of the leading exporter and importers of fresh fruit and vegetables in Pakistan) has been elected as the new chairman of the Pakistan Fruit &

Vegetable Exporters, Importers & Merchants Association (PFVA) - the only outfit in the fresh fruits and vegetables sector regis-



tered by the Directorate General of Trade Organisations (DGTO). DGTO is working as an attached department of Ministry of Commerce, Government of Pakistan.

As the new chair, Pakhali's top agenda is to explore other export destinations across the world, something he hopes to achieve through an aggressive marketing strategy. “Together with my team, I plan to develop an aggressive plan to market our fruits and vegetables in other potential markets across the continents where we have not been able to reach in the past,” he said.

“R&D will be given a higher priority to ensure our survival in the highly competitive international markets. Substantial investment is required for R&D and thus all efforts will be made to convince the government on the importance and significance of establishing R&D labs in major cities for us to remain competitive in these markets,” he added.

“As the chairman of PFVA, I hope to oversee the introduction of better varieties during my tenure. I also plan to work in close co-ordination with relevant government institutions through an open communication process. We also hope to address and resolve underlying issues through this cooperation,” noted Pakhali. An experienced player in the sector, the new chairman further noted that improving Pakistan's packaging methods to meet the international standards also features prominently on his to-do list. ◆

