

A man with a beard and dreadlocks, wearing a light blue t-shirt, is drinking from a clear plastic water bottle. He is looking upwards and to the right. In the background, a woman is also drinking from a water bottle. The scene is set outdoors with a warm, golden light. The image has a pinkish-purple gradient overlay on the left side.

TasteMod2

The solution to
taste success



A healthy obsession with how things taste

The TasteMod² story

At TasteMod² we have a healthy obsession with how things taste. We know that taste drives consumer behaviour AND changing taste delivers competitive advantage AND we also know that taste has a big impact on consumers beverage buying habits

We also know that sweetness is a significant driver of how things “taste”. Sugar used to be the only way to deliver sweetness, then sweeteners came along – but they did not deliver like sugar did!

So we created TasteMod² a range of flavours with modifying properties (FMPs). Designed to help you overcome some of the challenges you face when it comes to which high intensity natural and artificial sweeteners or sweetener combinations to use.

Solving your challenges

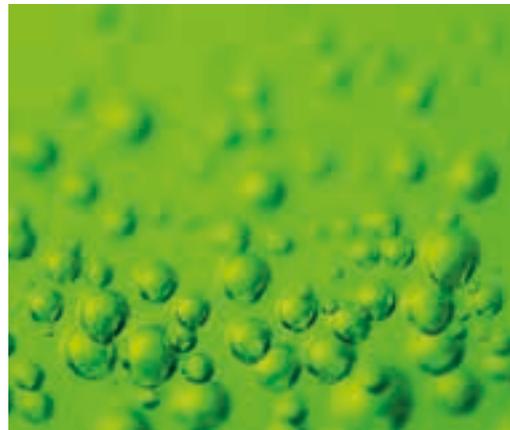
TasteMod² is a remarkable and unprecedented new FMP that offers manufacturers of no- and low-sugar beverages a very real commercial edge over their competitors.

Brilliant tastes are achieved by a skillful combination of ingredients that provide sweetness, texture, and more, whilst also lowering sugar content and eliminating any lingering aftertaste or undesirable flavors.

Our range of FMPs are a key part of this skillful combination.

This is truly significant. Not only is sugar becoming more and more expensive (its cost increased by 61% between August 2021 and May 2023 and is forecast to continue increasing beyond 2024), but it is also falling out of favour with consumers. In some of the more mature markets, such as Europe and the UK, sugar has become demonized, adding to social pressures to not use and sugar taxes are now in place in many countries, all driving a rise in the use of high intensity natural and artificial sweeteners such as Stevia and Sucralose.

As sugar-based drinks continue to lose their appeal and alternative sweeteners become the new normal, taste is becoming compromised. And as taste is by far and away the category's biggest driver, offering consumers an enhanced drink experience can increase brand loyalty and customer retention.



- TasteMod² offers manufacturers a commercial edge over their competitors.
- When incorporated into naturally or artificially sweetened carbonated and non-carbonated drinks it helps to change their overall taste profile.
- This is big news because sugar is falling out of favour with consumers who are seeking healthier food and drink options.
- However, taste is the category's biggest driver.
- Attract consumers who are seeking 'better for them' drink options.



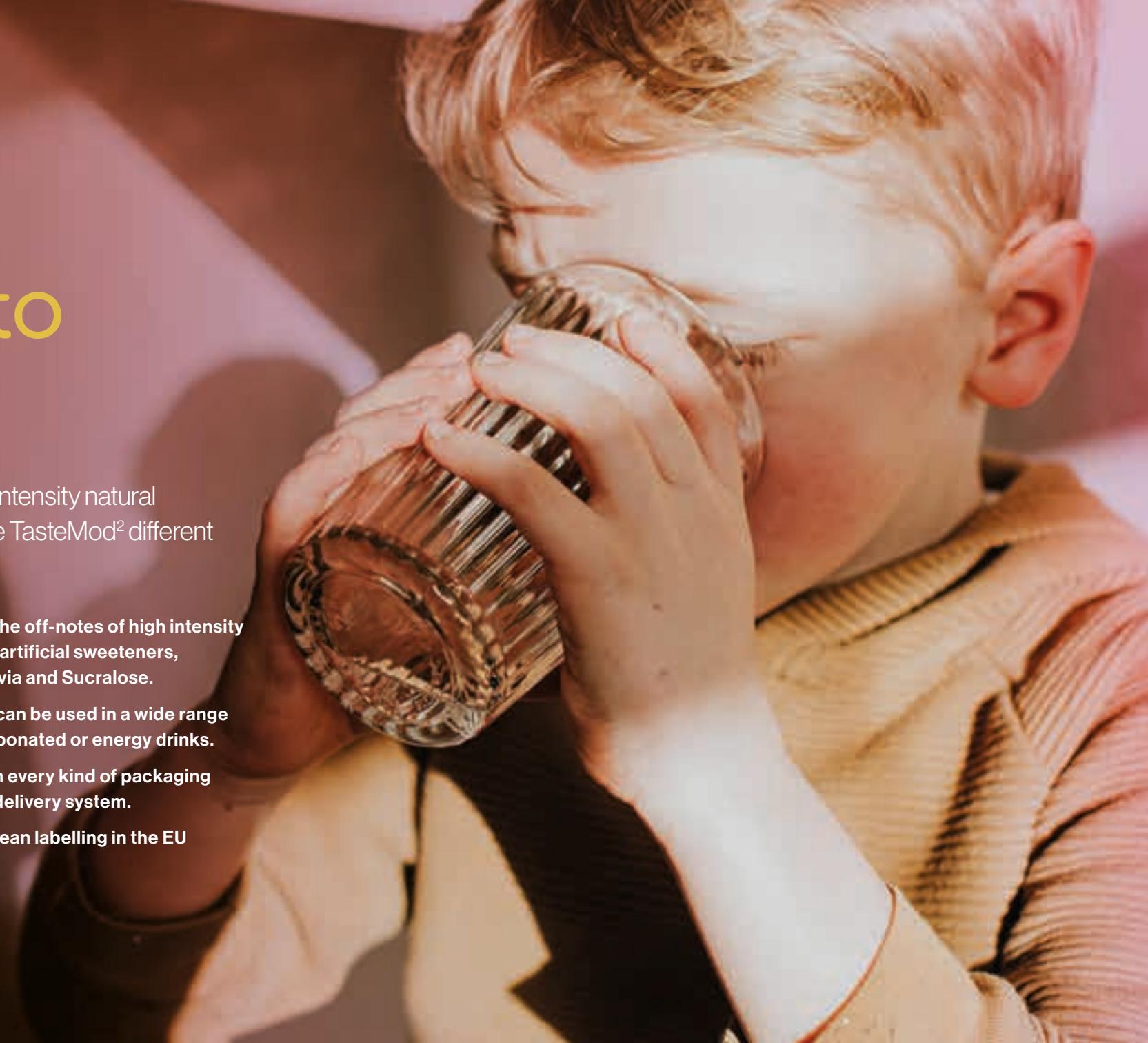
The solution to taste success

TasteMod² is potent. It impacts the taste profile of high intensity natural and artificial sweeteners. This has the capacity to make TasteMod² different to the many other FMP options in the market.

TasteMod² changes the off-notes of soft drinks sweetened by high intensity natural and artificial sweeteners. It works equally well with carbonated and non-carbonated beverages, as well as acidulated and non-acidulated beverages, including energy drinks.

It can be added at any stage in the manufacturing process to suit individual manufacturers' needs, including adding to concentrates or syrups. TasteMod² is viable in drinks packaged in cans, plastic or glass bottles, along with other pack formats such as kegs and tetrapak, and even dispensers.

- **It changes the off-notes of high intensity natural and artificial sweeteners, such as Stevia and Sucralose.**
- **TasteMod² can be used in a wide range of soft, carbonated or energy drinks.**
- **It is viable in every kind of packaging and drinks delivery system.**
- **Supports clean labelling in the EU**



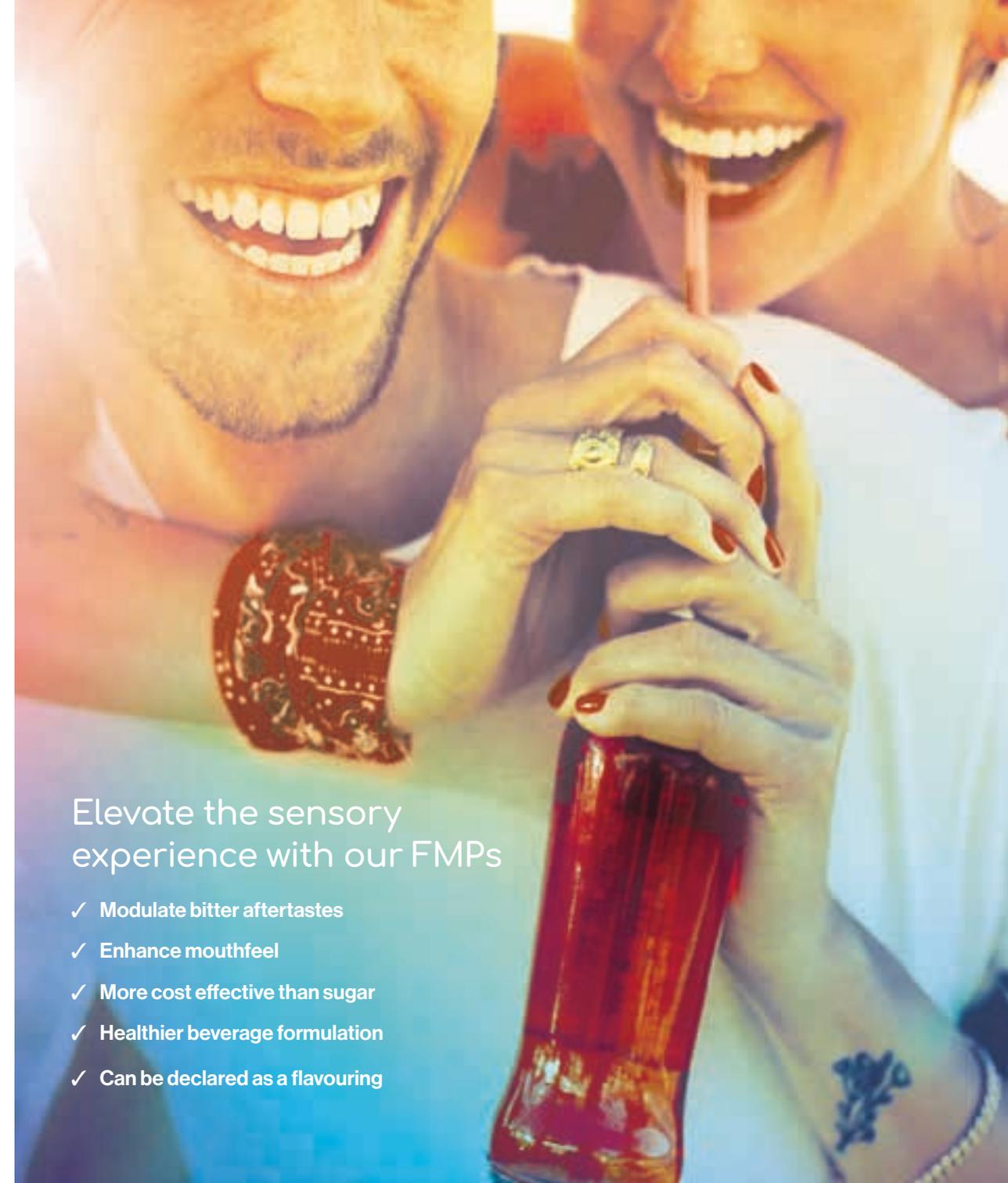
Less sugar, no compromise on taste

You know your consumers want to buy products that are 'better-for-them' including beverages that contain less sugar but still have the same taste great as a sugar version.

This can be a challenge. Some high intensity artificial and natural sweeteners, whilst they support the move away from sugar, don't always tick the great taste box!

Our range of FMPs can be fine-tuned, so they offer you the solution you need to change some of the negative tastes associated with these alternative sweeteners.

Our team of clever chemists can work alongside your R&D and technical teams to deliver the results you need so all your ingredients work in harmony to deliver the best taste experience possible AND support a successful transition away from sugar.



Elevate the sensory
experience with our FMPs

- ✓ **Modulate bitter aftertastes**
- ✓ **Enhance mouthfeel**
- ✓ **More cost effective than sugar**
- ✓ **Healthier beverage formulation**
- ✓ **Can be declared as a flavouring**

The FMP of dreams

With its unique capabilities and efficacy, TasteMod² can offer manufacturers a plethora of invaluable competitive advantages.

By changing the lingering aftertaste of high intensity natural and artificial sweeteners, and thereby delivering an enhanced drink experience, TasteMod² can boost a brand's appeal, increase its market share and lock in consumer loyalty.

TasteMod² also plays a vital part in enabling manufacturers to comply with HFSS legislation and similar sugar taxes. It accelerates the move to diet and zero-sugar beverages, widening the market for manufacturers who will now be able to appeal to consumers who have previously been resistant to such drinks.

In addition TasteMod² can widen the acceptance of naturally sourced sweeteners such as Stevia, which attracts customers to a wider portfolio of drinks.

TasteMod² offers flexibility as it can be introduced throughout the production process, and delivers cost saving on other ingredients, as well as a greater range of options around ingredient choices.

- TasteMod² enhances brand appeal and customer loyalty.
- It supports compliance with legislation and taxation.
- It broadens appeal and encourages product reassessment.
- It is flexible in application and widens the ingredient spectrum.
- It cuts down on costly R&D time for manufacturers

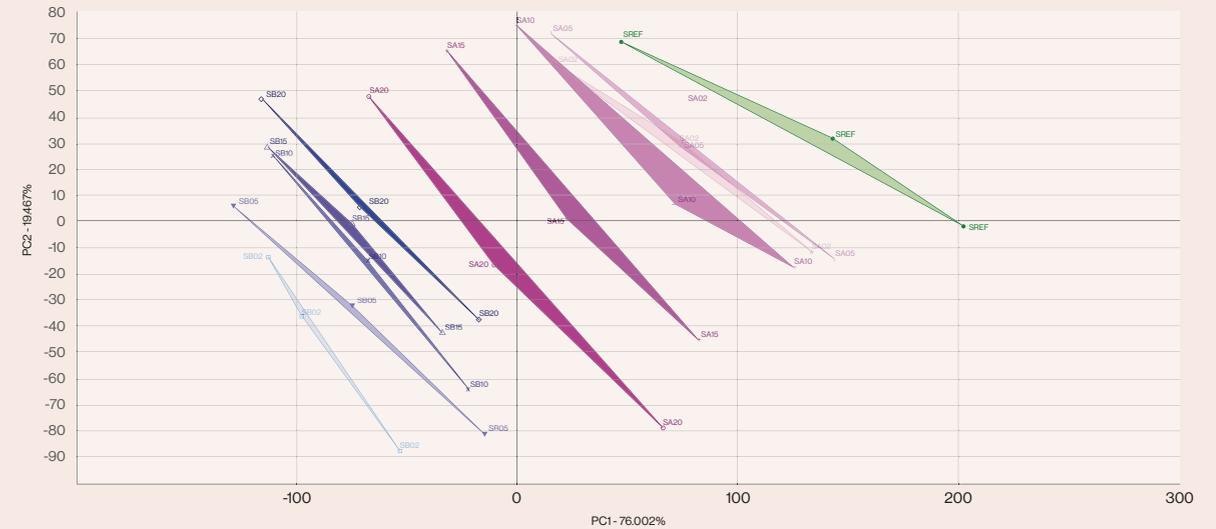


The data

Independent evaluation has been undertaken by Alpha MOS – Sensory Metrology Solutions equipment: ASTREE E-Tongue.



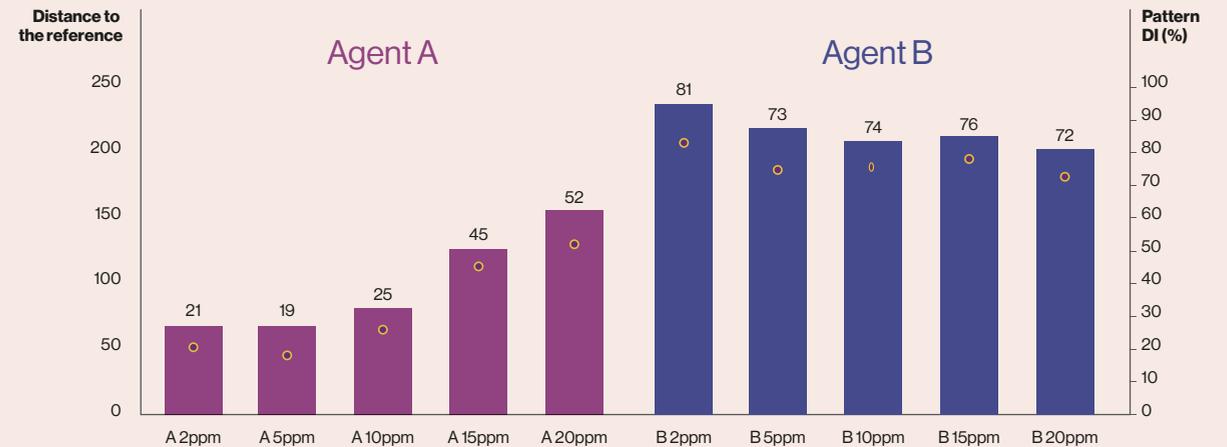
The objective was to identify whether the addition of Agent A or Agent B has an influence on the taste of a liquid sweetened with Stevia compared to the reference sample that does not contain any agent.



Agent A Agent B Stevia

The Stevia results clearly show that the addition of an agent changes the taste of Stevia as the sweetener.

The further away to the left the results are from the green rombus, the greater the influence on the change to the taste of the Stevia



The chart demonstrates the degree of difference between samples with the agent and a sample without. (the reference point 0 on horizontal axis)

You can call, email or visit the
TasteMod2 website to discover more

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