



**TAP
TOOLBOX**

TASTE FOR ALTERNATIVE PROTEINS — CULINARY

symrise 

 **TH.GEYER**
SUPPLYING YOUR IDEAS

TASTE FOR ALTERNATIVE PROTEINS — CULINARY

Currently, the hottest trend in culinary are plant-based products, including vegetarian or vegan alternatives of meat, fish and cheese products as well as products with their own authentic “green” taste profile for health and environmentally conscious consumers.

Symrise conducted various consumer and market studies to get a profound understanding of the different food cultures. Especially the flexitarian movement has grown in popularity and represents the consumers who eat meat, fish and cheese products as well as the plant-based alternatives. This diet is a combination of both and appeals to people who do not want to completely give up their meat, fish and cheese consumption, but want to be more diverse in their diet and see the many benefits of the plant-based alternatives.

These consumers crave for health, natural and guilt-free alternatives without compromising on taste.

The challenge is to give vegetarian or vegan plant-based products a juicy texture, pleasant mouthfeel and full-bodied taste by combining masking components with corresponding body and top notes.

As each plant-based protein differs in its functionality, texture, stability and taste, Symrise worked on a comprehensive flavour and application research project and finally succeeded in developing authentic taste solutions for plant-based vegetarian/vegan products.

We have combined some of these extensively tested and well performing products into a TasteForAlternativeProteins Toolbox to offer a broad portfolio covering all major applications of the TAP field to achieve the desired characteristics.

Various product solutions enable you to create appealing “alternative” products which meet market and consumer demands.

Alternative proteins – Symrise is delivering an effective answer to this global challenge!



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AT A GLANCE

WHAT CONSUMERS NEED AND EXPECT



WHAT TASTE SOLUTIONS WE CAN DELIVER FOR THE MAIN APPLICATIONS

PRODUCT CATEGORIES	TASTE SOLUTIONS
 MEAT ANALOGUES 	discover beef® discover chicken® cheese fish vegetables Symspice® Sunspice® smoked foods that's onion® symlife®
 CHEESE ANALOGUES 	
 FISH ANALOGUES 	
 PROUDLY GREEN 	

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