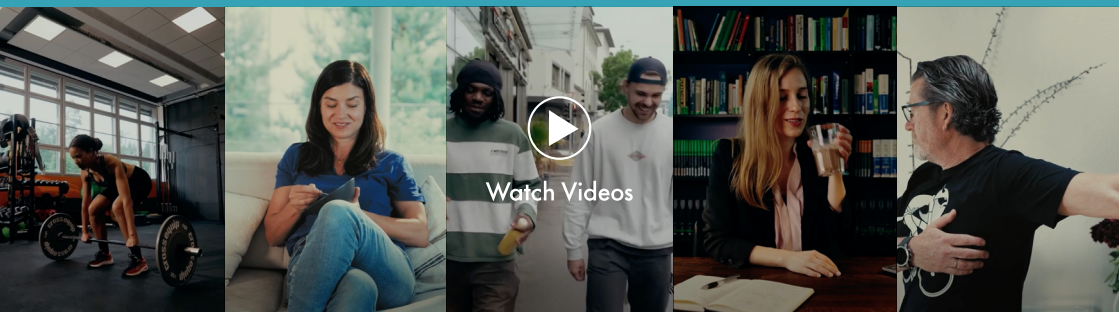


A close-up, side-profile shot of a woman with dark skin and curly hair, wearing a white t-shirt. She is holding a white plastic spoon with a dollop of pink yogurt and small red fruit pieces. In her other hand, she holds a white rectangular yogurt container, also filled with the same yogurt and fruit. The background is a soft, out-of-focus white, suggesting a clean, bright environment. The overall mood is calm and healthy.

Givaudan  
Human by nature

High-protein for everyone  
Powered by our expertise

From healthy ageing to staying fuller for longer, protein has gone mainstream – and the opportunities are growing. Discover five emerging consumer profiles driving demand for high-protein products.



## Tackling formulation challenges

High-protein can be a flavour challenge, with off-notes and unwanted tastes putting consumers off. You can tackle these issues with our solutions for masking, mouthfeel, sweetness, freshness and taste essentials.

Whether you'd like to create delicious yoghurts, powders, drinks, desserts or plant-based options, we help you create protein products consumers love.

# TasteSolutions® Masking



## The Market Challenge

Unpleasant off-notes and tastes in high-protein products, including bitterness and astringency.

## Our Givaudan Solution

**TasteSolutions® Masking:** covers or reduces the off-notes specific to certain proteins, ensuring a pleasant and desirable taste, resulting in a more enjoyable taste experience.



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## Our Solution in Action

①

### Product demo

'PureLift':  
protein powder

②

### How is the technology applied?

Whey protein masking on a  
'plain' flavoured protein powder

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## Relevant applications

Dairy and non-dairy products, including yoghurts, shakes, protein powders, desserts, and food drinks.



# TasteSolutions® Mouthfeel

## The Market Challenge

A dry mouthfeel in high-protein products and a lack of creaminess.

## Our Givaudan Solution

**TasteSolutions® Mouthfeel:** Improves the overall texture perception by providing a creamier, smoother, and more satisfying mouthfeel, thereby improving the overall sensory experience.



---

## Our Solution in Action

①

### Product demo

'Strawberry Bliss':  
high-protein spoonable yoghurt

②

### How is the technology applied?

Creamier perception on a fat-free  
high-protein yoghurt

---

## Relevant applications

Dairy and non-dairy products, including yoghurts, shakes, protein powders, desserts, and food drinks.



# TasteSolutions® Sweetness



## The Market Challenge

Consumers present a challenge by demanding high-protein products that are healthy yet indulgent, with no added sugars/low sugar environment.

## Our Givaudan Solution

**TasteSolutions® Sweetness:** our solution functions as a modifier of sweetness perception in terms of impact and overall impression, by offering flavour alternatives that maintain the product signature.



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## Our Solution in Action

①

### Product demo

'Tropi Vibes':  
high-protein drinkable yoghurt

②

### How is the technology applied?

Delivering indulgence in a no  
added sugar environment

---

## Relevant applications

Dairy and non-dairy products, including yoghurts, shakes, protein powders, desserts, and food drinks.

# TasteSolutions® Freshness

## The Market Challenge

Recreating the authenticity and depth of fruits, herbs, and green profiles, often leading to flat, caricatured profiles. Moreover, most flavour options lack savoury options.

## Our Givaudan Solution

**TasteSolutions® Freshness:** it captures the moment when the ingredients are at their freshest, recreating the full depth of flavour of the fruit, herb or vegetable, and it's designed to deliver authenticity.



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## Our Solution in Action

①

### Product demo

'Green Power':  
high-protein food drink

②

### How is the technology applied?

Bringing a fresh and tasty experience to a protein-rich drink

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## Relevant applications

Dairy and non-dairy products, including yoghurts, shakes, protein powders, desserts, and food drinks.

# FreshFruitTech & TasteEssentials®

## The Market Challenge

Altered perception and intensity of the fruit flavours, due to the protein addition in formulation (FreshFruitTech).

Avoid unnatural, unbalanced tasting fruit profiles (TasteEssentials®).

## Our Givaudan Solution

**FreshFruitTech & TasteEssentials®**: deliver a fruity sensation and taste, while improving the natural, authentic character of the fruit, resulting in a better fruit flavour balance in the high-protein environment.



## Our Solution in Action

①

### Product demo

‘Strawberry Bliss’:  
high-protein yoghurt

②

### How is the technology applied?

Enhancing strawberry yoghurt with  
vibrant, natural flavour

## Relevant applications

Dairy and non-dairy products, including yoghurts, shakes, protein powders, desserts, and food drinks.

# RFA Vanilla



## The Market Challenge

Appeal to sustainability-minded consumers who demand products that reflect their commitment to the planet, people and profits of farmers, addressing their sustainability concerns and fostering brand loyalty.

## Our Givaudan Solution

**Rainforest Alliance Certified Vanilla** allows customers to showcase the seal on their packaging, helping consumers to make more conscientious purchasing decisions.

\* [ra.org](https://ra.org) for more info



## Our Solution in Action

①

### Product demo

‘Cremalicious’:  
high-protein creme dessert

②

### How is the technology applied?

Enhancing the creme dessert with sourced vanilla technology that supports a better future for people and nature

## Relevant applications

Dairy and non-dairy products, including yoghurts, shakes, protein powders, desserts, and food drinks.



We combine deep consumer insights  
with flavour and texture expertise  
to help brands just like yours break  
through the bland and bring exciting,  
on-trend protein concepts to life.

Get in touch with your Givaudan representative to  
find out how our experts can fuel your high-protein  
product development.

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