

“Importance Of Flavour Systems To Help Reduce Salt, Sugar & Fat From Food Products”

Sachin S Rathod
Flavourist
Keva Flavours Pvt. Ltd.

INDEX



-  Food for human beings
-  Market trends
-  Drivers for reduction
-  Ideal reduction strategies
-  Reduction approaches
-  Key challenges

FOOD/ CLOTH/ SHELTER



NUTRITION

- Body growth
- Biological activities
- Healthy life



SENSORY

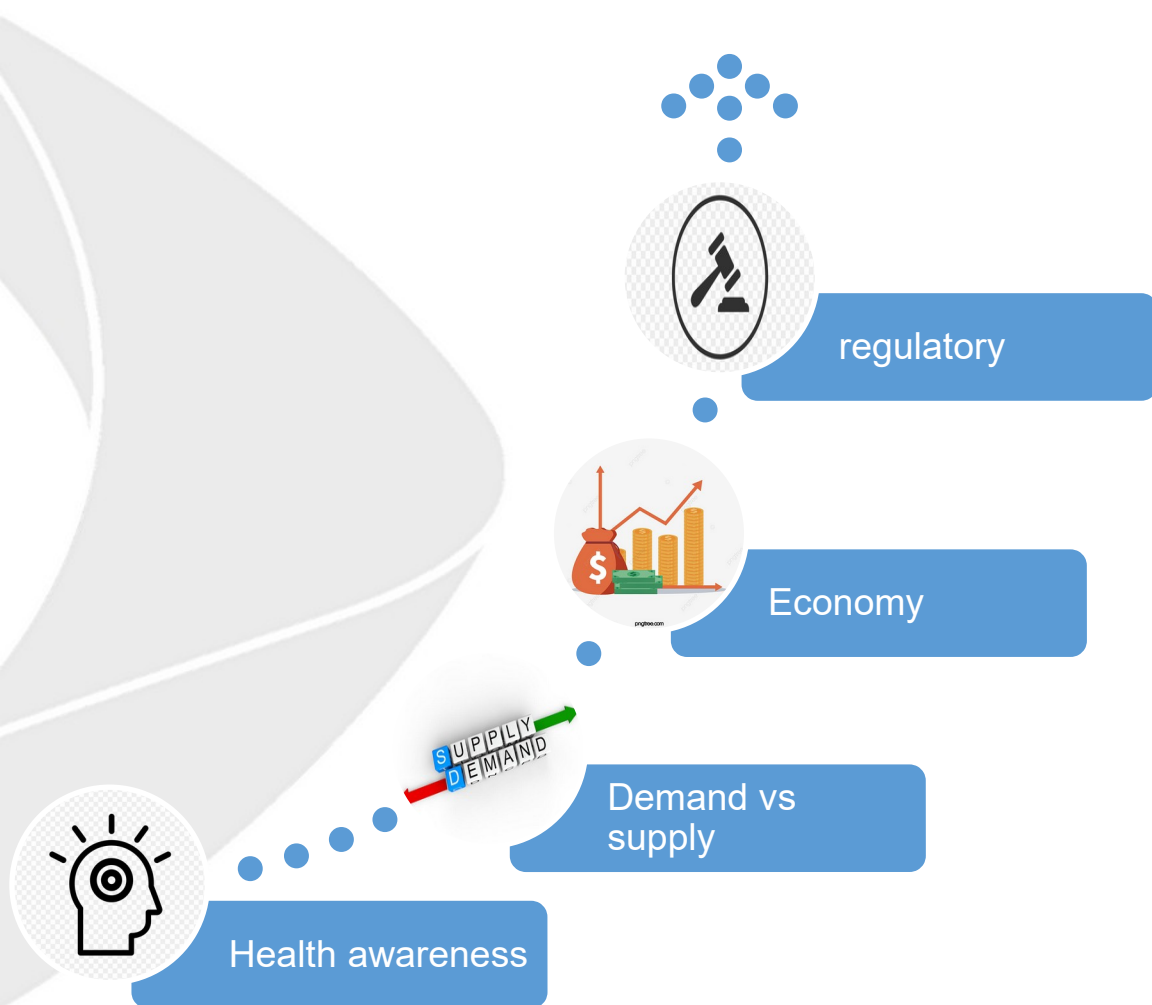
- Satiety
- Taste + Aroma
- Acceptability

MARKET TRENDS



- **31% consumers are already purchasing & 48% are planning to purchase health & nutrition products**
- **8 out of 10 consumers looking for sugar reduction from diet but don't want to compromise on indulgence**
- **78% consumers are looking for heart healthy products**
- **56% of consumers are looking to prevent or manage high blood pressure**
- **What's on the Label?**

DRIVERS FOR REDUCTIONS:

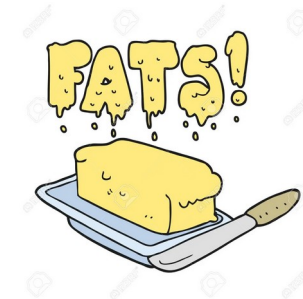


SALT

- High blood pressure
- Kidney failure
- Heart strokes

SUGAR

- Dental health
- Heart diseases
- Diabetes



FAT

- Cholesterol
- Obesity
- Cardiovascular diseases

IDEAL REDUCTION STRATEGIES

SALT


- No sprinkling
- Low consumption of processed food

SUGAR

- Restricts high sweets
- Limited consumption

FAT

- Cooking methods
- Avoid recooking

A large, thick blue circular arrow graphic is positioned on the right side of the slide. It starts at the top right, curves clockwise, and ends with an arrowhead pointing towards the bottom left. Inside the circle, the text "But what about indulgence, palatability & joy of food ???", is written in a dark blue sans-serif font.

**But what about
indulgence,
palatability & joy
of food ???**

FUNCTIONS



SALT REDUCTION APPROACHES

PATENTED



- ☐ Fermented salts
- ☐ Vinegar for unsalted food
- ☐ Himalayan salt & kombu

FLAVOUR ENHANCERS



- ☐ Citrus flavoured spices
- ☐ Umami yeast extract & kelp
- ☐ Enzyme treated beet extract
- ☐ MSG

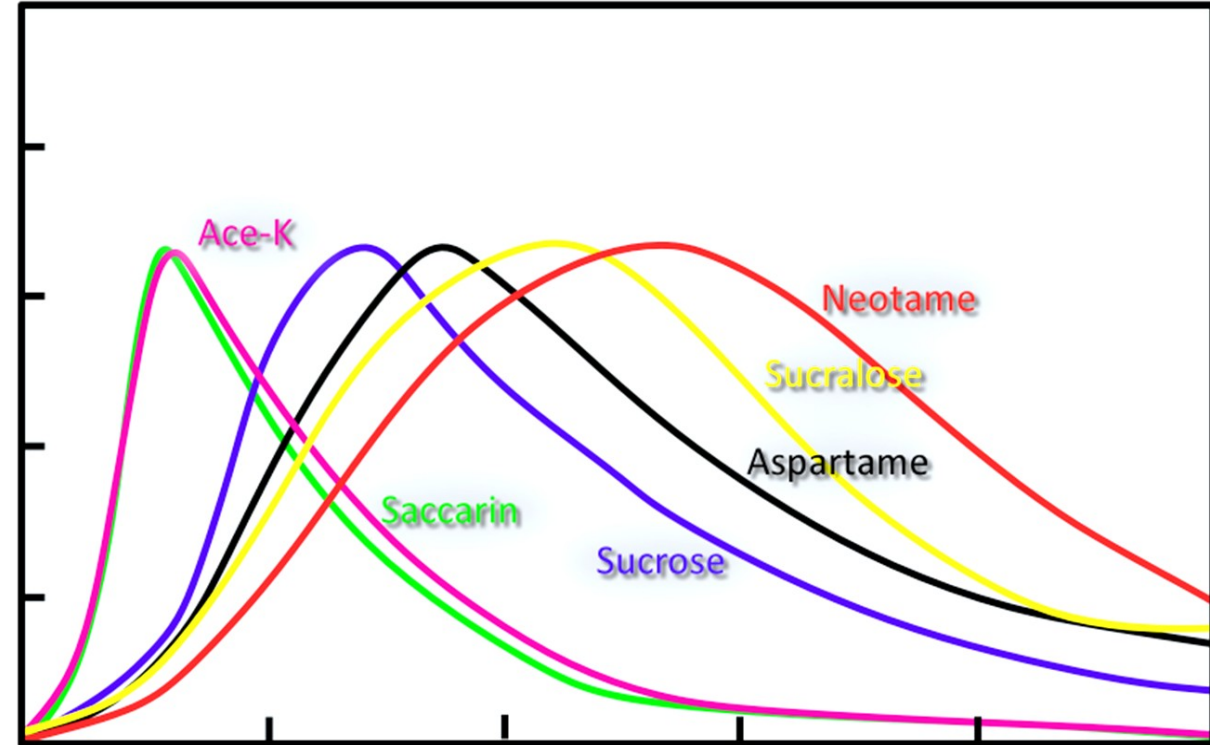
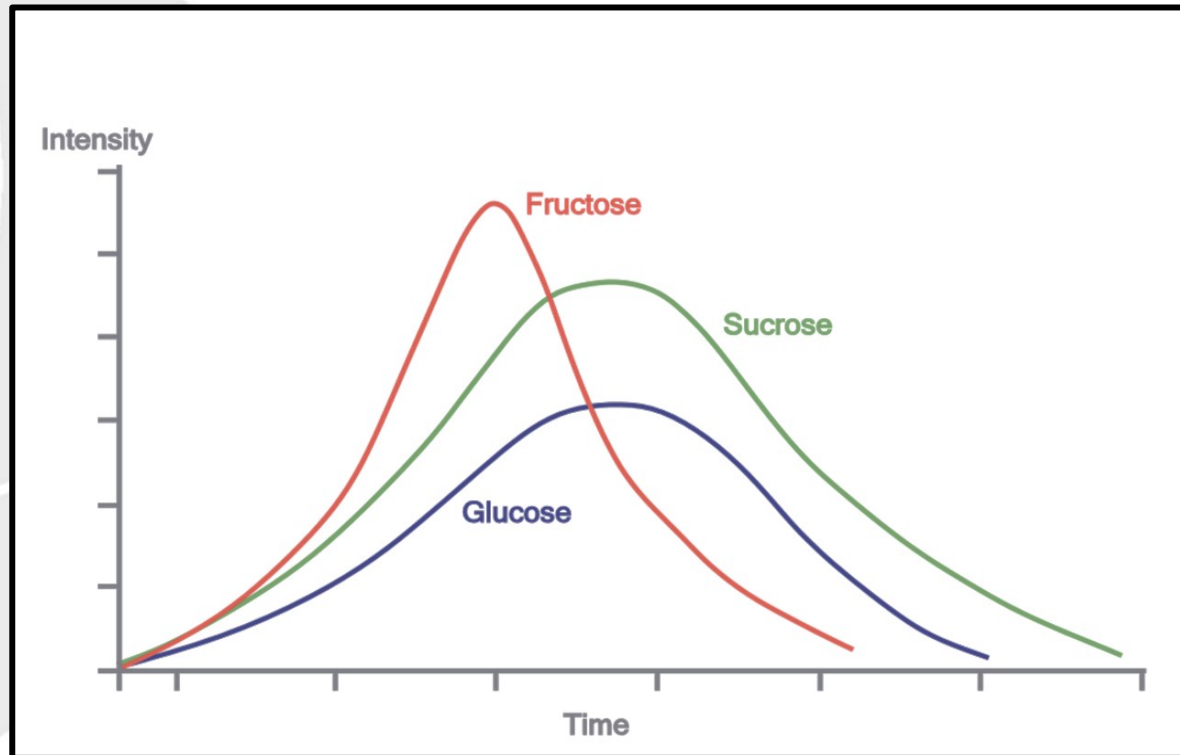
FLAVOURING TOOLS



- ☐ Salt modulators & enhancers
- ☐ Individual product based approach-
soup/ snacks

SUGAR REDUCTION APPROACHES

SUGAR : Temporal Profiles



SUGAR REDUCTION APPROACHES

NATURAL



- ☐ Stevia
- ☐ Glycyrrhizin
- ☐ Monk fruit

NON-NATURAL



- ☐ Sugar alcohols
- ☐ Sweeteners
- ☐ Enhancers/ modifiers

FLAVOURING TOOL



- ☐ Sweetness modulation
- ☐ E.g.-Flavour+ sweetener + masker + mouthfeel enhancer

FAT REDUCTION APPROACHES

FAT SUBSTITUTES



- ☐ Physically & chemically resembles
- ☐ Gram to gram replacement
- ☐ E.g.- Olestra

FAT MIMETICS



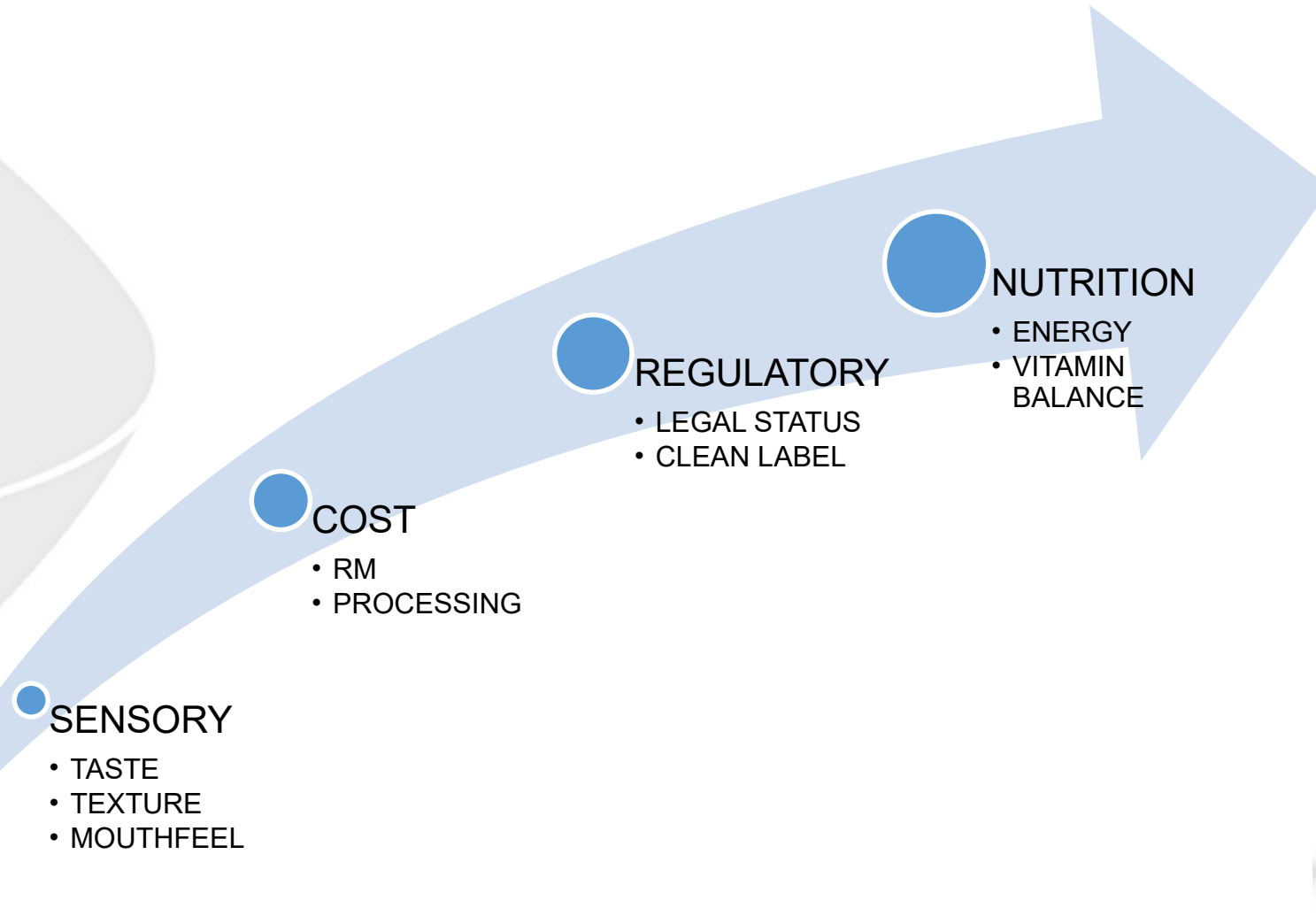
- ☐ Physically & organoleptically resembles
- ☐ No gram to gram replacement
- ☐ E.g.- modified starches

FLAVOURING TOOL



- ☐ Mouthfeel Enhancers/
creamy flavours
- ☐

KEY CHALLENGES IN REDUCTIONS



WAY FORWARD & QUESTIONS ?





12/2/22

Thank
You!



Flavours

MAKING FOOD DELICIOUS, GLOBALLY !

www.KevaFlavours.com

+91 22 2164 3300
kevaflavours@keva.co.in

