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T. Hasegawa introduces PLANTREACT flavour technologyÂ

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T. Hasegawa USA Inc., one of the world's top flavour manufacturers, is responding to consumer demand for better-tasting vegan proteins with a breakthrough technology that redefines plant-based protein flavour.

Today, the California-based company announces the launch of PLANTREACT, a natural, science-driven flavour technology designed to replicate the complex, savoury taste of animal proteins in plant-based foods. Using advanced reaction flavour techniques â?? like Maillard reactions and biotransformation steps like enzymolysis, and fermentation â?? PLANTREACT delivers authentic chicken, beef, pork, and milk profiles in fully vegan applications, ensuring plant-based products taste just as rich and satisfying as their animal-based counterparts.

The true-to-life flavour profiles produced with T. Hasegawa's PLANTREACT solve one of the industry's biggest challenges: making plant-based proteins more appealing. According to Mintel1, the U.S. market for plant-based proteins was $1.225 billion in 2024, but the category declined 9.6 per cent over the last year. Despite more than a quarter of U.S. consumers saying they limit or eliminate animal proteins in their diet, the market for plant-based proteins is declining and flavour is among the biggest reasons for this decline. A 2024 Mintel survey1 found that 36 per cent of U.S. consumers claimed the reason they did not purchase plant-based proteins more often is because they didn't taste great.

"Interest in plant-based diets is greater than ever, but the flavour profile of plant-based proteins has been a barrier for many consumers in the past," said Mary Maier, director of flavour creation at T. Hasegawa USA. "We're excited to offer a solution to this problem and change consumer perceptions of plant-based proteins with a natural technology that delivers a more satisfying and authentic taste experience."