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dsm-firmenich launches new ModulaSENSE maskers

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dsm-firmenich, a leading innovator in nutrition, health, and beauty, announced the launch of a new range of ModulaSENSE maskers, unlocking the full potential of its plant protein, Vertis CanolaPRO. Developed using receptor-based technology, the new ModulaSENSE maskers precisely target bitterness, astringency, and liquorice-like notes at a molecular level, delivering superior accuracy and performance in ready-to-mix (RTM) drinks and protein bars made with Vertis CanolaPRO.

Vertis CanolaPRO is a complete, highly digestible, and sustainable rapeseed protein isolate. However, like many plant proteins, it may present sensory challenges in certain applications. These new maskers will enable manufacturers to formulate higher-protein and better-tasting RTM drinks and protein bars.

Consumers across North America and Europe increasingly seek high-protein plant-based options without compromising on taste. This leaves brands facing a growing challenge: how to deliver nutrition that is not only functional but also delicious.

Vertis CanolaPRO is a versatile and sustainable source of high-quality plant nutrition. It is a complete protein, containing all nine essential amino acids, with a protein digestibility-corrected amino acid score of one, and is free from all major allergens. The ingredient imparts unique functionality benefits with excellent solubility, foaming, emulsification, and gelation properties. Vertis CanolaPRO is a certified upcycled ingredient that valorises an existing byproduct of canola oil production.

Using cutting-edge flavour science, ModulaSENSE maskers target multiple sensory pathways and intercept unwanted flavours before they activate key taste receptors. This enables higher volumes of Vertis CanolaPRO to be used in RTM drinks and protein bar applications while elevating the taste profile of these highly nutritious applications.