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TECHNICAL PLAYBOOK

Maintaining Consumer Preference During Sodium Reduction

A practical formulation guide for rebuilding flavor in reduced sodium foods.

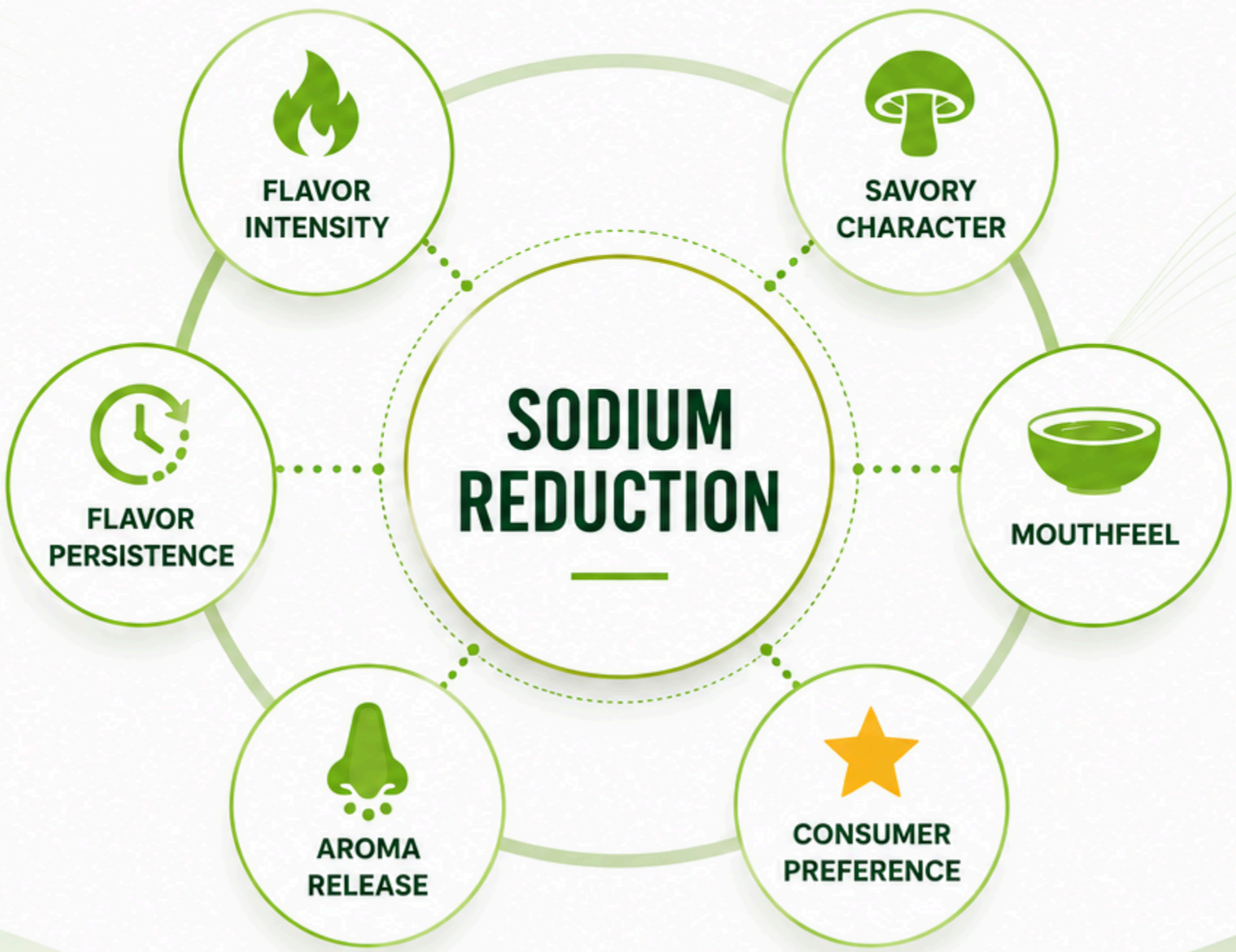


CONSUMER HEALTH | PRODUCT DEVELOPMENT | CONSUMER PREFERENCE

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THE SENSORY IMPACT OF SODIUM REDUCTION

Sodium reduction affects far more than perceived saltiness.



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WHAT ARE YOU HEARING?

Use sensory feedback to identify what changed and where to rebuild.

01

"We lost flavor."

↓

FLAVOR INTENSITY



02

"Something's missing."

↓

SAVORY DEPTH



03

"The soup feels thin."

↓

MOUTHFEEL



04

"The benchmark tastes richer."

↓

FLAVOR COMPLEXITY



05

"The finish disappears."

↓

FLAVOR PERSISTENCE



06

"It's just not as satisfying."

↓

OVERALL PREFERENCE



Consumer feedback points to what changed.
Your formulation brings it back.

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FLAVOR RECOVERY MATRIX

Match the sensory problem to the right taste-building technology.

ALL SOLUTIONS ARE ALLERGEN FREE

	01	02	03	04	05	06
SENSORY PROBLEM What consumers are experiencing.	"Needs more flavor."	"Missing savory depth."	"Feels thin."	"The finish disappears."	"The broth tastes weak."	"Doesn't compare to the benchmark."
FORMULATION OBJECTIVE What we need to rebuild.	INCREASE FLAVOR INTENSITY & SAVORY IMPACT	BUILD LAYERED UMAMI & COMPLEXITY	RESTORE RICHNESS & MOUTHFEEL	IMPROVE FLAVOR PERSISTENCE	REBUILD BROTH CHARACTER	REBUILD THE OVERALL EATING EXPERIENCE
INGREDIENT TECHNOLOGY Allergen-free taste-building solutions.	FERMENTED RICE EXTRACT POWDER (5390) + SHIITAKE EXTRACT POWDER (2170)	SHIITAKE EXTRACT POWDER (2170) + KOMBU SEAWEED EXTRACT POWDER (1917)	FERMENTED RICE EXTRACT POWDER (5390)	FERMENTED RICE EXTRACT POWDER (5390) + SHIITAKE EXTRACT POWDER (2170)	KOMBU SEAWEED EXTRACT POWDER (1917) + SHIITAKE EXTRACT POWDER (2170)	FERMENTED RICE EXTRACT, SHIITAKE, AND KOMBU FOR ULTIMATE UMAMI IMPACT

TASTE IS MULTIDIMENSIONAL.

Address each sensory gap with the appropriate combination of natural umami ingredient technologies.

- Guided by sensory.
- Built for consumer preference.
- Backed by science.

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OUR TASTE BUILDING TECHNOLOGIES

FERMENTED RICE



Delivers rich, rounded savory flavor that enhances taste and mouthfeel.

- RICHNESS
- ROUNDNESS
- FLAVOR BALANCE
- PERSISTENCE

SHIITAKE



Adds deep umami and complexity for a fuller, more authentic taste.

- UMAMI
- DEPTH
- COMPLEXITY
- LONG FINISH

KOMBU



Builds savory broth character with a clean, natural finish.

- BROTH
- SAVORY
- BALANCE
- CLEAN FINISH

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APPLICATIONS. ENDLESS POSSIBILITIES.

PROTEIN



Needs
More Savory

FERMENTED RICE + SHIITAKE EXTRACT

SOUP



Needs
More Body

FERMENTED RICE + KOMBU EXTRACT

RAMEN



Needs
Deeper Umami

SHIITAKE EXTRACT + KOMBU EXTRACT

SAUCE



Needs
Richer Flavor

FERMENTED RICE + SHIITAKE EXTRACT

SEASONING



Needs
More Complexity

FERMENTED RICE + SHIITAKE EXTRACT + KOMBU EXTRACT

FROZEN



Needs
Better Overall Taste Experience

FERMENTED RICE + SHIITAKE EXTRACT + KOMBU EXTRACT

BETTER TASTE. SIMPLE LABEL.

Natural umami technologies that solve formulation challenges and elevate every application.

NATURAL
Simple, clean ingredients

SCIENCE-BACKED
Researched & function-driven

VERSATILE
Works across countless formats

MEASURABLE
Improves taste and satisfaction

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OUR SOLUTION SELECTION PROCESS

01

REDUCE SODIUM

Lower sodium level to target.

02

SENSORY EVALUATION

Evaluate baseline and reduced sodium prototype.

03

WHAT CHANGED?

Identify key sensory gaps vs. benchmark.

04

WHAT NEEDS TO BE REBUILT?

Define the sensory recovery objective.

05

SELECT THE RIGHT COMBINATION OF NATURAL UMAMI TECHNOLOGIES

Match the best solution to each sensory gap.

MORE FLAVOR / SAVORY IMPACT



FERMENTED RICE EXTRACT + SHIITAKE EXTRACT

Boosts savory impact and overall flavor.

MORE BODY / ROUNDNESS



FERMENTED RICE EXTRACT + KOMBU EXTRACT

Adds body and roundness for a fuller, richer mouthfeel.

MORE PERSISTENCE / LONGER FINISH



FERMENTED RICE EXTRACT + SHIITAKE EXTRACT

Extends finish and improves flavor longevity.

MORE BROTH CHARACTER / DEPTH



KOMBU EXTRACT + SHIITAKE EXTRACT

Builds authentic broth character and depth.

06

PROTOTYPE & PRESENT TO R&D TEAM

Develop and optimize a prototype with the selected solution.

RECOMMENDATION DELIVERED

A prototype demonstrating the recommended solution for your formulation challenge.

THE SODIUM REDUCTION MINDSET



Successful sodium reduction isn't achieved when sodium is lowered.
It's achieved when consumers never notice the difference.

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Ready to discuss your next formulation?
Our team is here to help.