

Case Study – Research Overview On Natural Ingredients & Product Recommendations To Company In Savory Products

Value Delivered – Client was able to understand the new ingredients being launched and researched. Using this client was able to narrow down on companies of interest having suitable ingredients.

Problem to be solved – Client a company in Europe, dealing in savory products wanted to know about the new developments around the use of natural ingredients while maintaining different profiles of products like taste, texture, flavor, color etc. Client was aware what big companies are doing and wanted GreyB to focus on local players in different countries and startups.

Solutions offered – GreyB created a databases of companies identified using English and native language search. Thereafter, studied flavoring agents, colorants, thickeners, emulsifiers etc. by these companies and clustered the companies on the basis of advantages of different ingredients.

GreyB provided an assessment on the companies describing the different product offerings by the company, advantages, uniqueness of the products and indications of commercial success.

➤ What are the major product offerings of MycoTechnology?

Overview
Established in 2013, MycoTechnology offers two flagship products: **ClearTaste™** and **PureTaste™** — both of their products are aimed at improving the nutrition profile of food items.¹

ClearTaste & PureTaste
To elaborate, here is what the product offerings of MycoTechnology are all about –

- Myco's ClearTaste **enhances flavors of food items**; it eliminates the unpleasant astringent and metallic taste of

Additives Being Focused
Flavor Enhancer

Application Areas of ClearTaste & PureTaste Overlapping With Your Application Areas

➤ Signal About Innovative/Disruptive Product?

ClearTaste

What is MycoTech's Innovation?
ClearTaste is a Mushroom Extract, that **acts as a bitter-ness blocker**. It improves the flavor profile of various food products by **blocking the perception of flavor defects such as bitterness, metallic or astringent taste**. The mushroom extract stick to the bitter taste receptors on the tongue and thus prevent the bitter molecules from food products to bind with the receptor sites on our tongues.¹²

How ClearTaste is Made

Additional Application Areas of ClearTaste & PureTaste

➤ Why is this product unique?

ClearTaste

What is the problem solved by using 'ClearTaste'?
A major fraction of food products contain sugar in some form; **statistically 74% of the packaged food items contain added sugar**. Sugar is used **both as a Sweetener and as a Flavor Masker**. In fact, it is considered to be one of the most effective flavor maskers that also explains its prevalence in packaged and daily food items.
Now, added sugar is a challenge because of the health risks it poses — worldwide health data reveals that nearly 1.9 billion adults are overweight — in United States almost 30% of the population and 9 million children are obese. **These health statistics imply a dire need of alternatives to sugar** — both as a sweetener and a flavor masker.
Although, there are alternatives to added sugar, but most of them (such as Sucralose, Stevia, etc.) are non-natural and also present certain flavor defects such as metallic or astringent taste profile.
Overcoming these challenges — **ClearTaste comes into picture. It enables food companies to reduce 25-50% of sugar usage in their products.** Not only this, it also nullifies the adverse flavor profile of previously added sweeteners in the products and thus **enables companies to produce 100% sugar free products.**¹

Are there any other noteworthy features?

- Can be used in **Protein Bars, Protein Powders, Beverages, Supplements and a variety of other food products.**¹
- It is **approved for use in 76 countries** including USA, Canada, Australia and Europe.¹²
- ClearTaste is **certified organic and/or safe by Oregon Tilth, Kosher, Halal, Non-GMO Project Verified and FEMA GRAS.**¹