



## BellTech™ Masking Technology

Bell Flavors & Fragrances understands the challenges that come with creating delicious products that satisfy the ever changing desires of today's consumer. That's why Bell's Chefs, Flavorists and Food Scientists have developed a line of BellTech™ taste masking technology, to ensure your products tastes and reacts in a way your consumers will love.

### Why Do I Need Taste Masking?

There are a number of challenges that arise throughout the innovation process that could require a taste masking solution. Some of the common challenges we have seen are:

#### Nutritional Additives

Introduce nutritional ingredients that bolster labels, without negative effects on taste

#### Ingredient Masking

Mask unpleasant "alternative" ingredients (plant vs. animal protein)

#### Ingredient Removal

Remove ingredients to meet on-pack nutritional claims, while ensuring a delicious flavor

### BellTech™ Custom Solution

Bell's industry leading R&D team has developed a line of BellTech™ taste masking technologies to efficiently cover off notes that arise in the innovation process. The masking technology can be used in a myriad of applications, thus allowing manufacturers the freedom to make label claims, without having to worry about the consequences to the flavor.

Bell's taste masking technology can be applied across categories to help perfect a product's taste. Some common applications we see are, **but not limited to:**



Bakery



Sweet



Beverages



Confectionery



Nutritional Supplements

## The Proof

Through Bell's internal Sensory & Consumer Science Department, BellTech™ alcohol masking technology was tested to understand the sensorial impact on a generic vodka. Bell conducted a descriptive panel using qualified Bell employees. Panelists were asked to rate the intensity of various different aspects of the flavor.

**The results are as follows:**

**BellTech™ masking technology showed it can efficiently mask unwanted taste attributes, while boosting taste notes that consumers seek.**



### **Decrease in Perceived:**

- Alcohol Flavor
- Alcohol Burn
- Duration of Burn
- Flavor
- Astringency



### **Increases in Perceived:**

- Overall Flavor
- Fruity Flavor
- Mouthcoating

**Contact your sales rep to try our readily available taste masking demos!**



**Vegan Chocolate Chip  
Cookie mix  
(Protein Masked)**



**Pineapple Passionfruit  
Refresher  
(Bitterness Masked)**



**Alcohol Smoothing  
Technology**