Ohly®
An ABF Ingredients Company

Plant Protein Taste Toolbox

When choosing plant-based alternatives over animal-based products, genuine taste is key. Our customers use Ohly's ingredients to create a genuine plant-based protein experience delivering umami, off-note masking, meaty notes, mouthfeel enhancement and sodium reduction.

The animal-protein replacement category has existed for centuries and with it, a few new consumer buying factors have emerged that are here to stay:

- Health concerns over meat consumption / healthy diet
- Concerns about the environmental impact of intensive mass animal farming
- A conscious choice towards a flexitarian lifestyle

While these consumer purchasing trends have also spurred the development of new related segments, such as meat hybrids or cultured meat; the main consumer and supplier focus has currently been improving taste and texture of plant-based proteins to deliver improved products to a new consumer segment. In fact, 54% of consumers[1] demand their meat alternatives maintain the taste and texture of real meat. Genuine taste is key for repeat purchase.

Ohly believes that for any consumer to return to any plant-based product it has to convince them with authentic taste and flavor.

People perceive the plant-protein market to be healthier, necessitating clean label ingredients and often limiting ingredients that contain GMOs. Front of Pakage label claims help to make sure the requirements are met and are common in this segment.

With this in mind, we have developed our Plant Protein Taste Toolbox – a comprehensive selection of ingredients delivering key taste functionality for a wide range of products including vegan dairy and meat alternatives.

[1]Mintel

Taste, Texture, and Colour provided by Yeast Extracts

Ohly's yeast extracts meet cleaner label requirements and offer wide varieties of functionalities that will help with clearing many of the necessary hurdles in providing true, authentic taste. With our products providing umami, off-note masking of proteins, salt reduction, meaty flavour, mouthfeel and colour, there's something in our portfolio for your product to create a genuine plant-based protein experience.

Our yeast extracts deliver key taste functionality, while ticking all labeling boxes

Our functional offer

- Taste boost / Umami
- Salt reduction
- Meaty note support
- Roasted notes
- Off-note masking
- Mouthfeel / fattiness

...ticking all the boxes

- ...fully vegan
- ...natural & non GMO
- ...allergen & gluten free
- ...Kosher & Halal certified

Proven use in recipes around the world

Ohly's ingredients are already used in major commercial plant-based products worldwide. Whether recipes are based on legumes, wheat, nuts or other proteins, they help to create a natural & authentic flavour experience that can make the difference between consumer curiosity and returning customers.

For more information and to receive our full, quick reference plant-protein toolbox, please reach out to our technical service team!

- *EMEA - info@ohly.com*
- *Americas - info@ohly.us*

Recipe example - Vegan Sweet BBQ Jerky Strips

OHLY® KTDD – Provides a deeper beef colour and roasted beef flavour support.

PROVESTA® 512 – Masks soy protein off-note, increases honey profile, creates 'juiciness.'

Combination of Ohly® products used to create a well-rounded, jerky inspired texture and flavour.

Ingredients	%
Texturized Soy Strips	56.16
Marinade & Seasoning	41.41
PRODRY® Honey HSD 50	0.92
PRODRY® Jalapeno Powder	0.60
OHLY® KTDD	0.80
PROVESTA® 512	0.11
Total	**100.00**

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...improving the taste of life

For more information & samples reach out to us: info@ohly.com

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09/2021/V2