



## When Flavor Becomes Functional

PART 1 >>>



LESS SALT,



MORE TASTE.

### IN THE NEXT ISSUE:

#### When Flavor Becomes Functional, PART II: Introduction of Sweet Enhancer Flavor

With the rising concerns about the potential sugar tax which is already imminent in KSA, the food industry is now looking for possible solutions to reduce sugar content in the final product.

Our partner Aromatech France has already developed a possible solution to this challenge. Watch out for our next issue for deeper insights into this important topic.

## Part 1

Non-communicable diseases (NCD) such as cardio-vascular disease are one of the leading causes of morbidity and mortality globally as reported by the World Health Organization. Since high blood pressure is the common risk factor, salt reduction has been identified as the priority intervention to reduce NCDs.

The global status report on NCD of the World Health Organization in 2010 urged its member states to take an immediate action in reducing salt intake. In the first quarter of 2019, Saudi Food and Drug Authority (SFDA) has also taken an appropriate action to control the level of salt in bread (SFDA.FD 2362/2018) as it is one of the most consumed foods in the world on a daily basis as stated by Al Sultan, the Executive Director and Awareness of SFDA.

With this regulation, food industries are now looking for a solution in reducing the salt content without compromising the flavor of their existing products.

The Research and Development team of our partner, Aromatech France has already developed a new flavor, Sensalt®, that could give the salty taste even with salt reduction of at least 25% in the final application (finished product).

Sensalt® is a natural flavor that does not contain any additive such as potassium chloride and is developed to enhance salt in foods.

The development of Sensalt® required the R&D Team of Aromatech France to study and evaluate salt profile and flavoring sequence. From there, they reconstituted the components with natural raw materials. All sensations delivered by salt such as its impact, mouth feel and enhancing power were considered during the development.

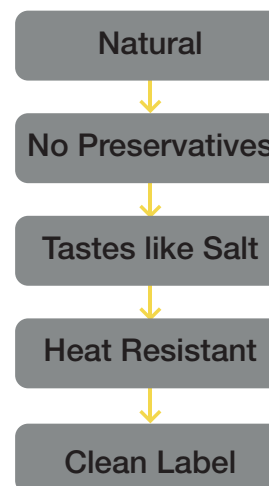
Series of trials and evaluation were conducted to confirm the percentage of salt reduction without compromising the salty taste.

The recommended dosage of Sensalt® is minimum 0.30% to substitute at least 25% of salt in finished product. It is perfectly stable and heat resistant.

The results of the trials and evaluation are shown on the next page.

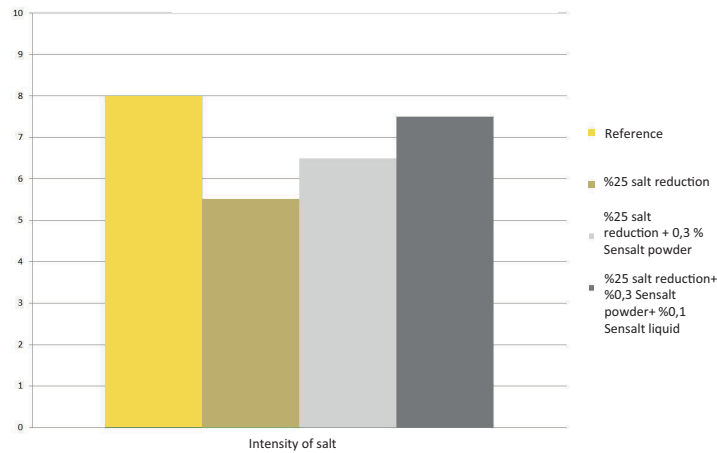
### SENSALT

Naturally reduce the amount of salt in food

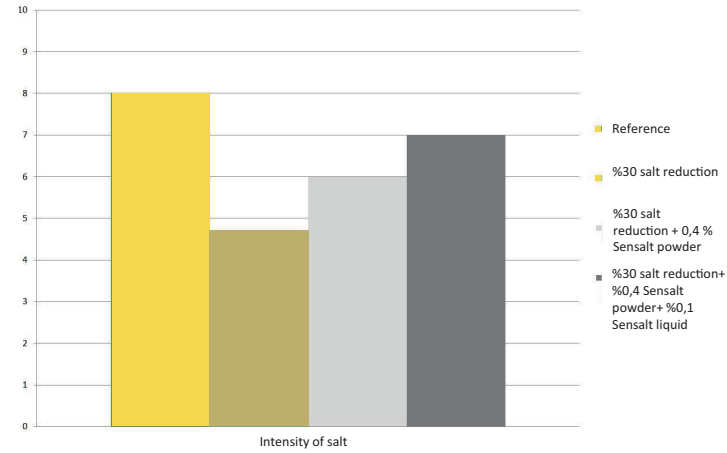


## Performance of Sensalt®

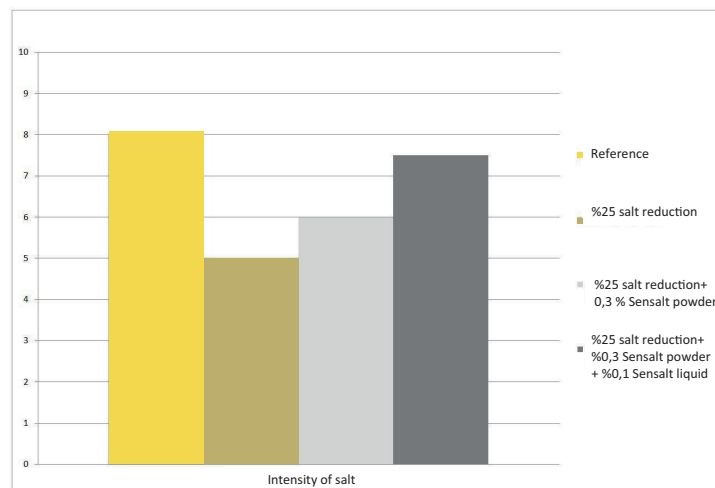
### 25 % Salt Reduction in Cured Meat



### 25% Salt Reduction in Bread



### 25% Salt Reduction in Stock



## THE FIVE BASIC TASTES



For further inquiries and sample request please contact :

**Ms. Reshell Pintor**  
Customer Service Representative  
Food Specialities Limited  
Flavors Unit  
Dubai, UAE.  
+971 4 806 9774

## The Latest Activities of FSL Flavors Unit



FSL – Aromatech held their first Basic Sensory Evaluation Training for the Sales Managers and other employees on 7<sup>th</sup> March 2019. The purpose of training is to search for new potential panelists and strengthen its existing sensory panel. The sensory panel or the trained panelists along with the in-house flavorist will be responsible for profiling the newly created flavors and will further assist in all sensorial activities needed in the creation, development, modification and matching of flavors.

### Importance of Flavor Profile

Profiling a flavor is a method to describe the sensory characteristics of a certain flavor. In doing so, one can distinguish how close or different one flavor is from another and to determine sensory attributes that could be a parameter in measuring or evaluating the flavor.

Understanding the profile of a flavor is a fundamental part of flavor application as it gives an identification to a certain product.

In general, this method is useful in research and development, in quality control and product improvement.



The flavor profile method was first developed by scientists L.B Sjöström and S.E. Cairncross of the Food and Flavor Department at Arthur D. Little, Inc in 1949.

Like any other tasting techniques, the Flavor Profiling approach was recognized to meet the demands of the food and flavor industries and having a strong and diversified sensory panel will help to achieve more realistic results.

### FIVE SENSES



HEARING



SMELL



TASTE



TOUCH



VISION