



Setting the standard in  
savory modulation.

Transforming taste for delicious results.



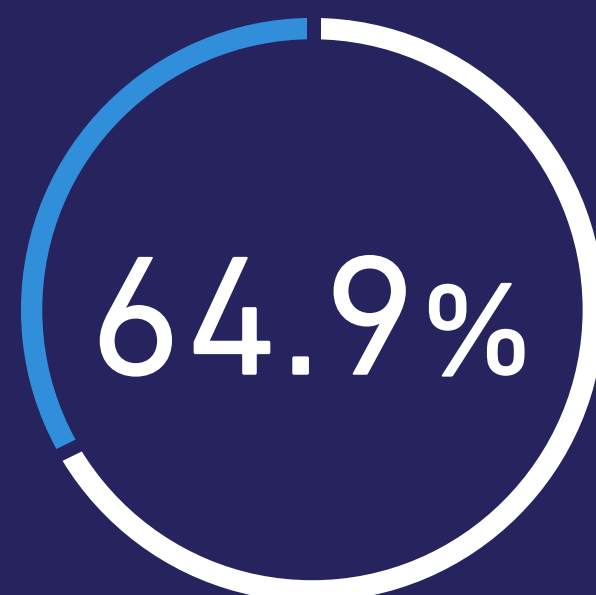
## A sensational appetite for all things savory.

Consumer demands have shifted. Along with the desire for food that's better for them, consumers expect no compromise in taste.

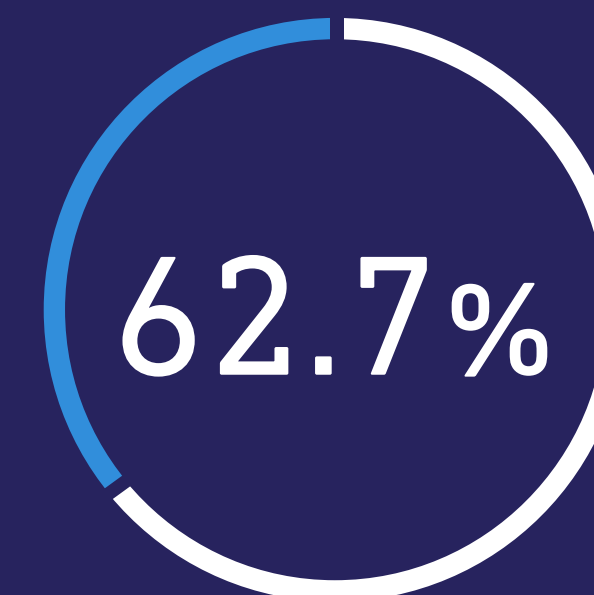
Nearly 80% of shoppers surveyed say taste is still their first consideration<sup>1</sup>. Many seek out comfort food when feeling nostalgic. Some crave familiarity, while others are driven by a desire for new, unique flavors that pack a punch.

As sales and appetites surge, brands must somehow differentiate themselves from competitors, and it all comes down to one vital element: **taste**.

### What Consumers Crave



of consumers are interested in savory foods with **nostalgic flavors**<sup>2</sup>.



of consumers are interested in savory flavors that evoke a **high-end dining experience**<sup>2</sup>.



## Our taste modulation. Your competitive edge.

We bring together our deep understanding of the culinary techniques to create enjoyable tastes and downplay or minimize off-notes. Using natural, proprietary ingredients, we replicate the attributes of salt, MSG, I&G, yeast, HVP, and more.

Our decades of expertise have resulted in a full pantry of offerings, which we augment by customized flavor modulation to achieve tastier dishes. Then, to get you to market faster, we create solutions that fit within local and regional regulatory requirements.



## Elevating taste with umami.

Our natural umami flavors showcase the expertise we bring to savory modulation. Umami means “essence of deliciousness” in Japanese. It is one of the five basic tastes and is often described as the meaty, savory deliciousness that deepens flavor. The taste receptors that sense umami are typically triggered by glutamates and nucleotides, widely present in meat broths and fermented products.

We’ve customized delivery of that characteristic umami taste in a simple chicken broth that has the perfect balance of salt, richness, and savory flavor. This series of natural umami flavors performs not only in this basic broth, but can be applied to all types of applications that need the added impact of umami. Whether you’re creating a new product or want to bring some savory excitement to a current item, our umami can do it all.



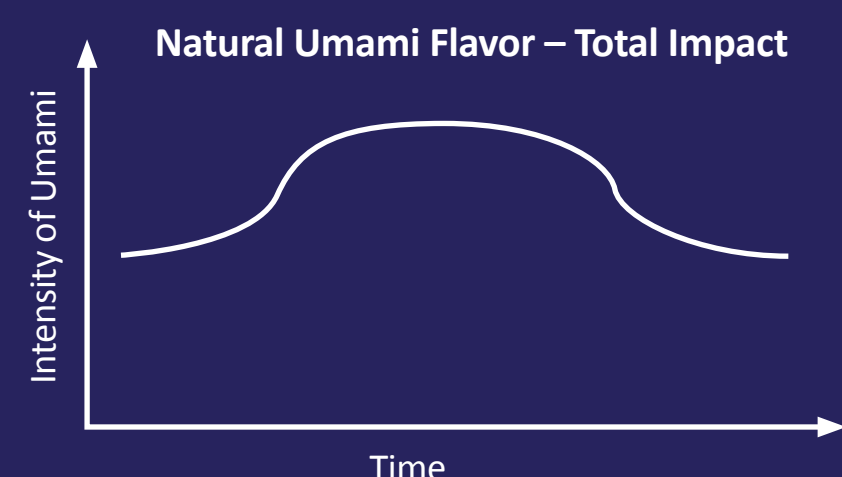
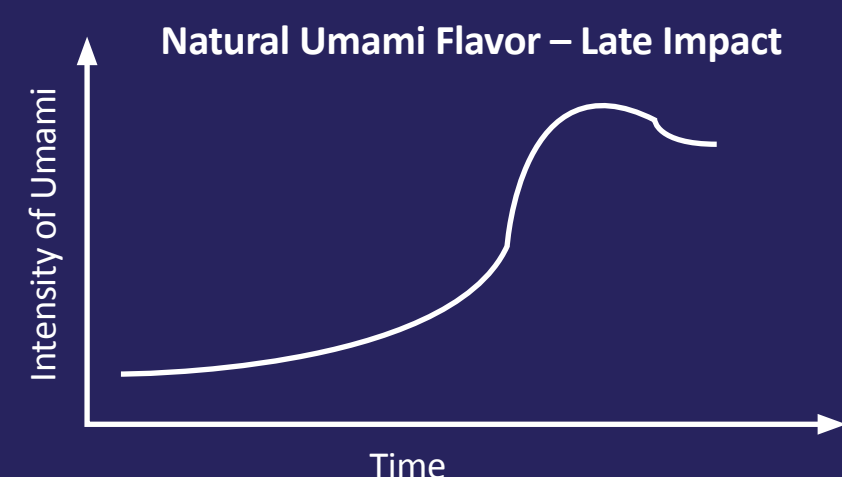
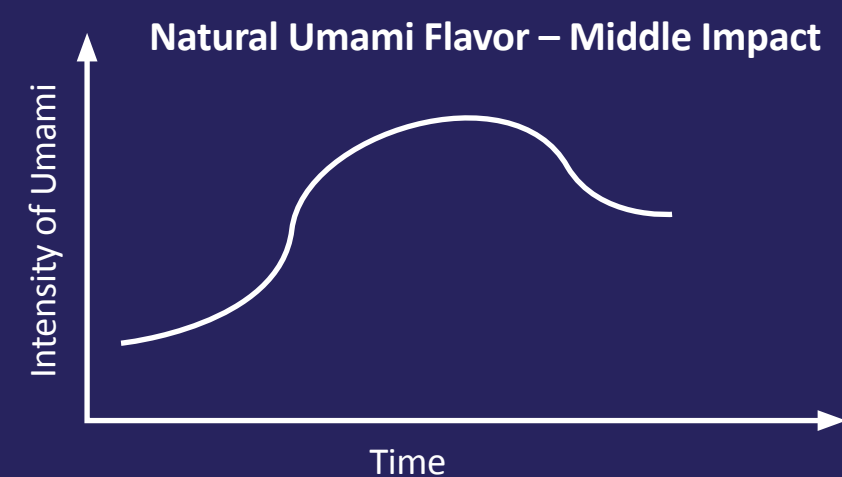
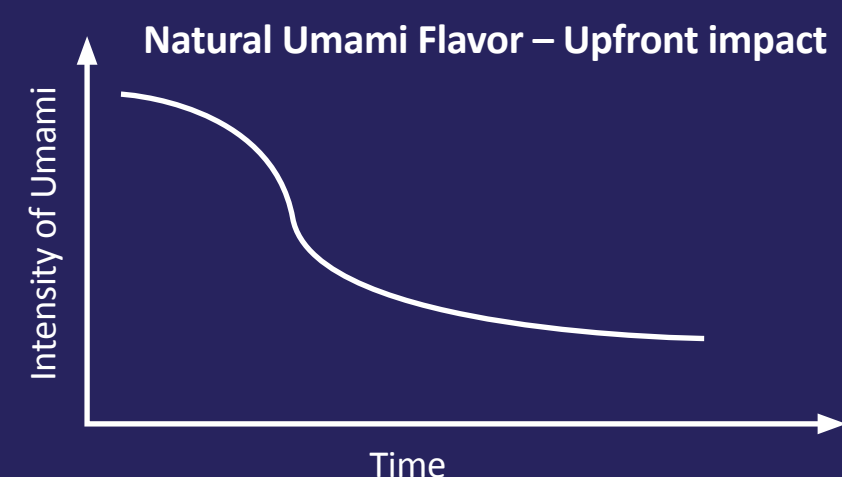
## How we can apply umami.

Our culinary team and full product developers work with our natural umami flavors across a range of products including meat and seafood alternatives, ready meals, soups, sauces and dressings, as well as savory snacks.

Plant protein sources may have their own inherent umami, but this taste often has a different character and intensity than animal-based sources. Plant-based products can, therefore, benefit from additional umami flavor to help boost the savory quality that might otherwise come from animal-based products. Our natural umami flavors can help customize the savory experience for any type of development, whether for plant-forward protein sources or traditional animal-based protein sources.

Non-vegan products can also benefit from an augmented umami profile. Replacing or enhancing the impact of umami can impact consumer preference and liking. The result is an optimized overall flavor for maximum savory deliciousness.

## Natural Umami Flavor Impact Over Time



## Umami is just the start.

Savory modulation is needed for all types of challenges, whether for salt or fat reduction or rebuilding savory richness and mouthfeel. As more and more consumers expect savory taste experiences that are authentic to local cuisine and flavor preferences, they also demand exquisite tastes. Umami is just one of many ways we solve the challenges of flavor modulation.





## Solutions for all types of applications.

Whatever challenge you face in savory modulation, our expert flavorists have the experience and know-how to help you solve it.



Plant-forward



Ready Meals



Meat & Seafood Alternatives



Soups & Marinades



Sauces, Dips & Dressings



Savory/Salty Snacks



Full Solution

Partner with our team and discover how our savory modulation can help improve your brand's flavor experience.





## Ready to solve your challenges?

Request our Prototype Formulation & Technical Consultation

Learn more about Taste Modulation

[food@adm.com](mailto:food@adm.com) | [adm.com/taste-modulation](https://adm.com/taste-modulation)

### SOURCES

<sup>1</sup> [www.supermarketperimeter.com/articles/5816-taste-and-price-drive-consumer-choice-in-trying-new-items](https://www.supermarketperimeter.com/articles/5816-taste-and-price-drive-consumer-choice-in-trying-new-items)

<sup>2</sup> ADM OutsideVoice<sup>SM</sup>, May 2022, *Consumers respond to survey question regarding savory flavor preferences in foods such as soups, meat alternatives, ready meals, etc.*

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