



NON-DAIRY ALTERNATIVES

40% of consumers feel that
plant-based products would
be improved by
removing their aftertaste.

SYNERGY PRIMARY RESEARCH

THE SOLUTION?

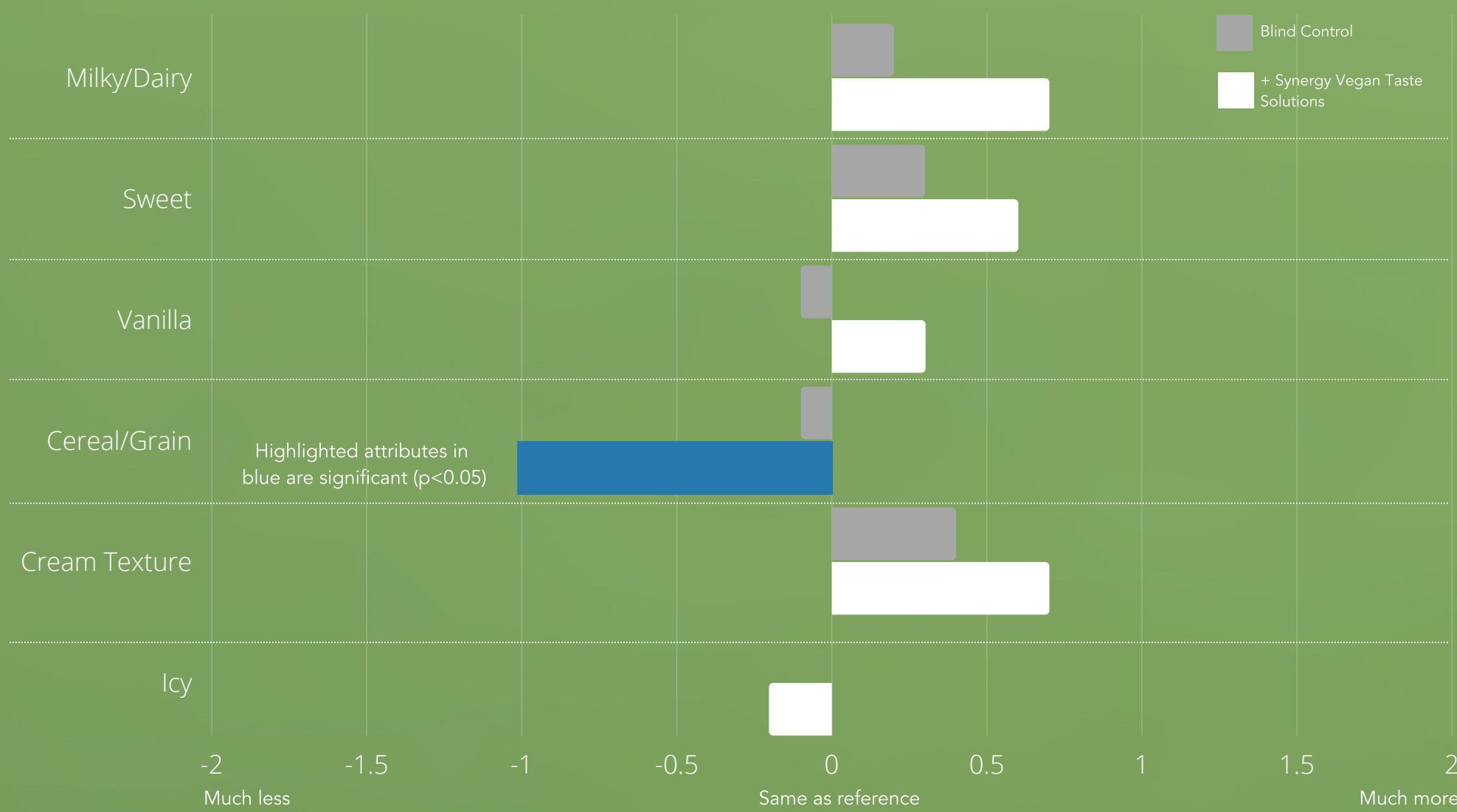
NEUTRALIZE

your plant base

Create a clean slate for innovation with
solutions that **MASK OFF-NOTES** and
PROVIDE RICHNESS

Use of **NATURAL VEGAN DAIRY TYPE MODULATOR** neutralized the cereal/grain off-note in the oat frozen dessert base with statistically significant difference

Blind Control Oat Frozen Dessert vs. Oat Frozen Dessert + Synergy Vegan Taste Solutions



Source: Synergy Non-Dairy Consumer Research June 2020; Synergy Internal Sensory Data August 2020
*Used for internal directional development.



A person wearing a red sweater is holding a glass bottle of milk. The bottle has a gold-colored cap and a small label. The background is a solid green color.

CONNECT WITH US

to learn more about
base neutralization.

