



Sodium Reduction TrueBoost™ SensaSalt™

Clean Label Conference + Sensient Flavors & Extracts

May 24, 2023

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Consumer Insights & Market Landscape

Influence of Consumer Perception of What They Eat

Sodium content in foods has taken center stage, allowing manufacturers to showcase **“minus”** or **“low/reduced”** claims.

The WHO, and other global health organizations, have recognized the impact of **salt and sugar in obesity-related health diseases.**

33%

of surveyed US Consumers are influenced by

**Sodium
Content**

when determining whether or not to purchase food

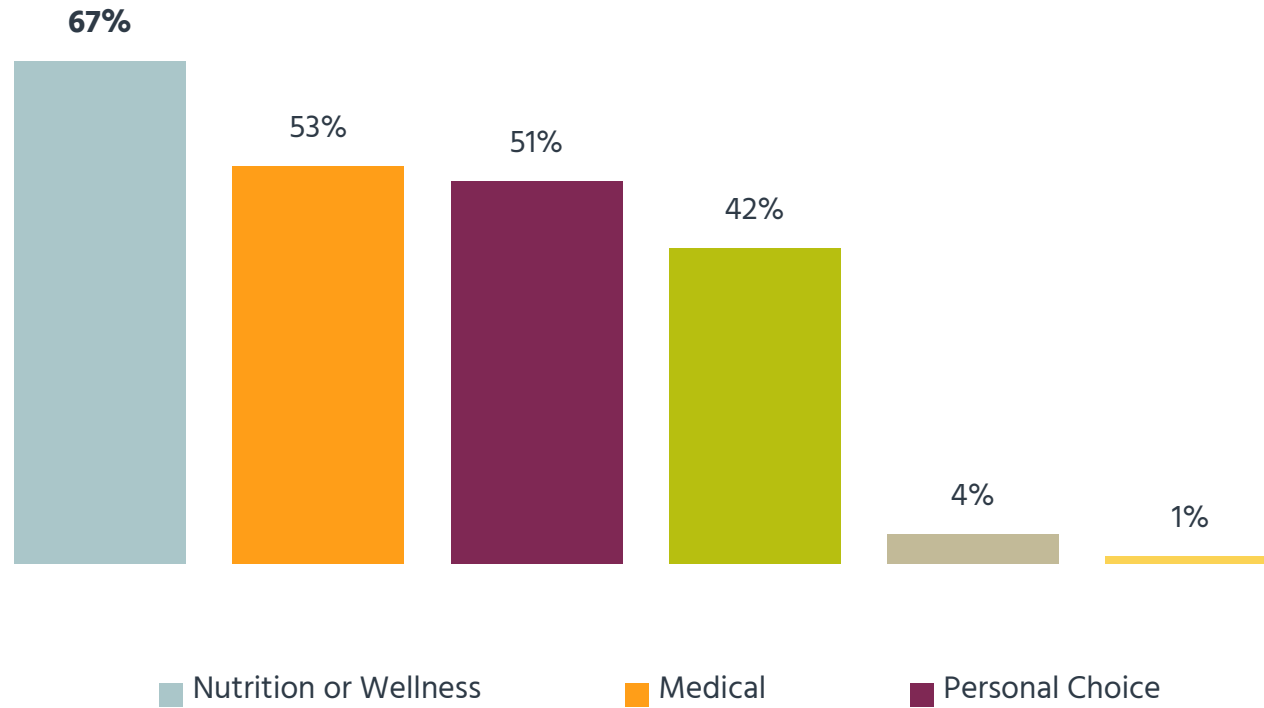
Up 5% since 2021

Sources: Sensient primary research: n = 10,000+, May 2023, Average Age = 40

Consumers are actively seeking ways to control sodium consumption across retail and foodservice

Monitoring Salt or Sodium Consumption

“What are your primary concerns that encourage you to monitor...”



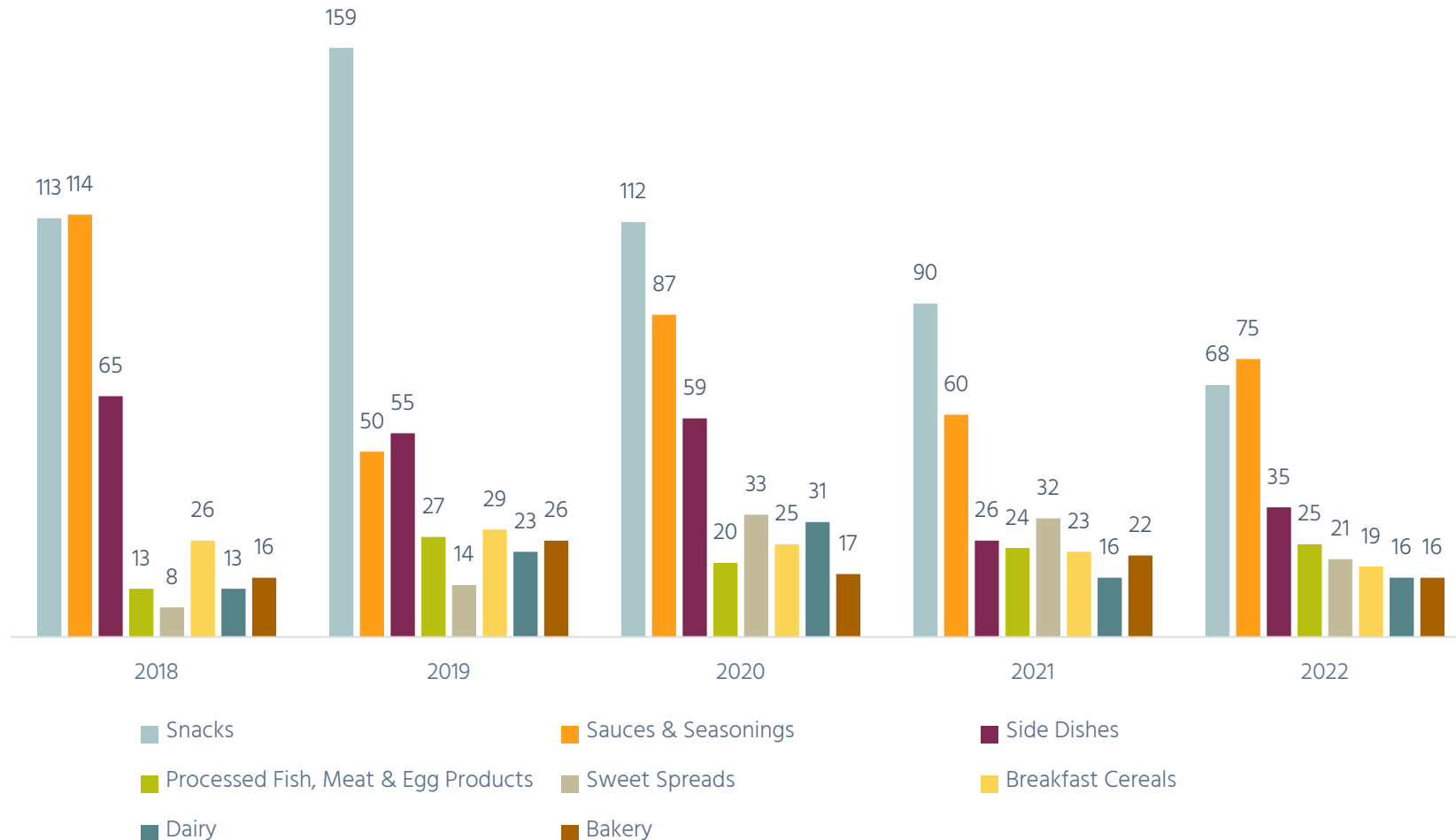
Consumers are more in tune with their food system than ever before, **40%** say that sodium content influenced their food purchases because they know less salt is better for them.

Consumers are evolving to make more informed decisions around their eating habits. People want to know **what they are consuming and what that means for the future**, for personal, community and planetary well-being.

Sources: Sensient primary research: n = 10,000+, May 2023, Average Age = 42

Market Launches Across Categories

North America Food Launches with LOW/NO Reduced Sodium as a Claim



Snacks have been at the forefront of sodium claims, followed by **sauces & seasonings**.

However, product launches have been working behind the scenes to improve their products without drawing large amounts of attention from consumers.

Sources Mintel GNPD Search 2023

Several Factors Influencing Sodium Consumption

LEGISLATIVE

- **Guidelines** for salt/sodium consumption in nutritional daily values
- **Greater responsibility** placed on manufacturers to create or develop healthier products
- **Negative publicity** around high salt/sodium consumption: health issues

HEALTH

- **Healthier lifestyles** around the world impact lower salt/sodium consumption
- **Wellness management** is one of the main reasons for limiting or reducing the amount of salt/sodium consumed



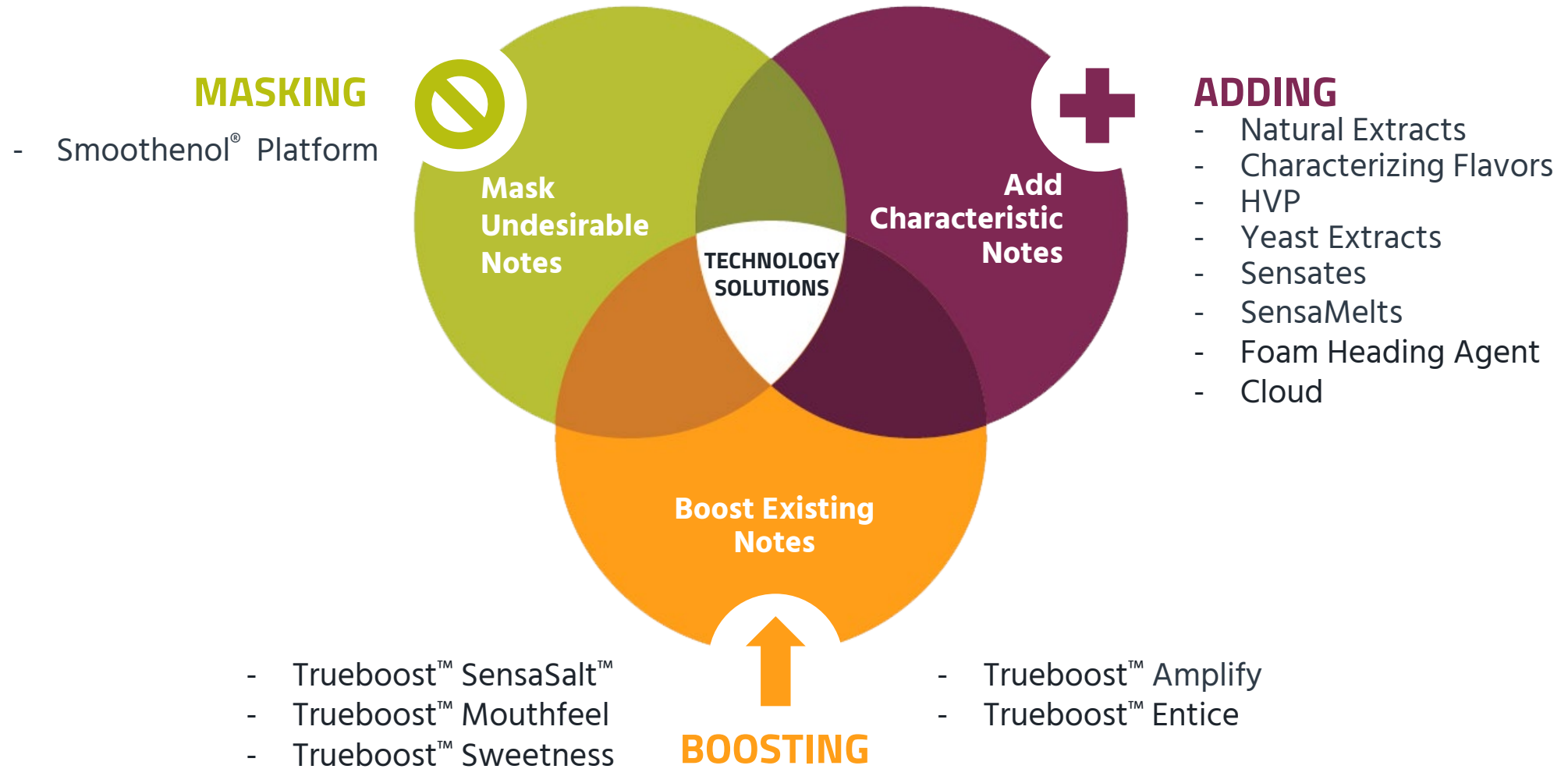
FINANCIAL

- **Rising food prices** across retail and foodservice from ingredients, labor and transportation influence purchasing decisions
- **Saving money** Household budgets are under pressure to purchase foods that offer taste and health needs combined

CULTURE

- **Global cultures** influence the ability of a region to reduce or lower overall salt/sodium levels in available foods when purchased for at home preparation or when dining out
- **Salt tax** is a form that certain countries will apply in their efforts to reduce salt consumption locally

Taste Modulation Portfolio





Reduced Sodium Development

TrueBoost™ SensaSalt™

TrueBoost™ SensaSalt™ Product Benefits

SensaSalt™ is a proprietary taste technology that mimics full sodium taste perception in a reduced-sodium application while providing umami and positive flavor enhancements.

SensaSalt™ product line key features:

- **Natural**
- **Label-friendliness, labels as a natural flavor**
- **Kosher and allergen-free**
- **Can be used alone or in conjunction with other sodium reduction technology**
- **Tailored to suit individual product formulation**

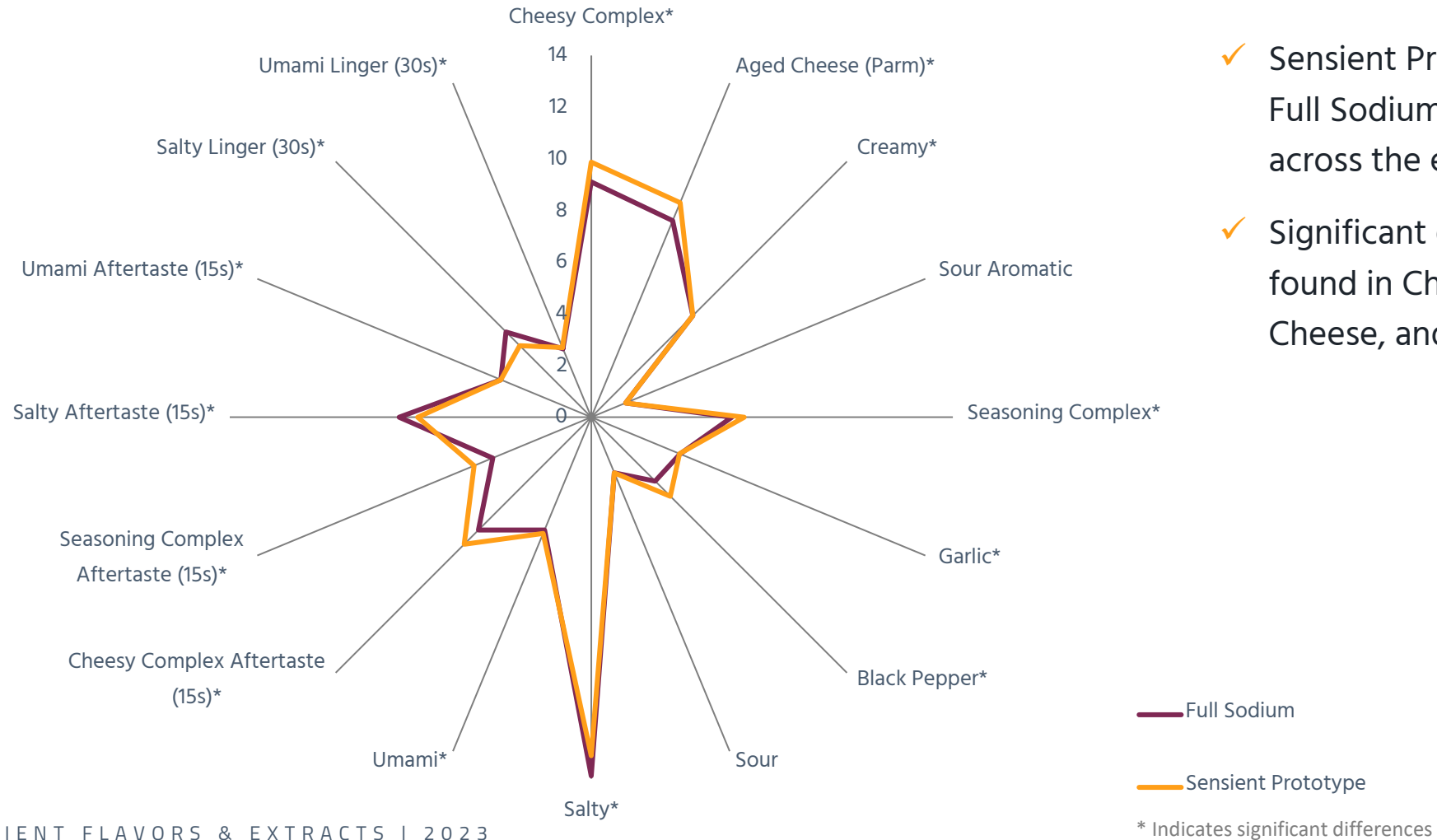
TrueBoost™ SensaSalt™ Product Benefits

SensaSalt™ has been validated through sensory testing and shows significant improvement against the control, providing:

- Equal sodium perception up to 40%
- Improved overall aroma
- Improved key profile notes
- Improved umami profile

TrueBoost™ SensaSalt™ Sensory Validation

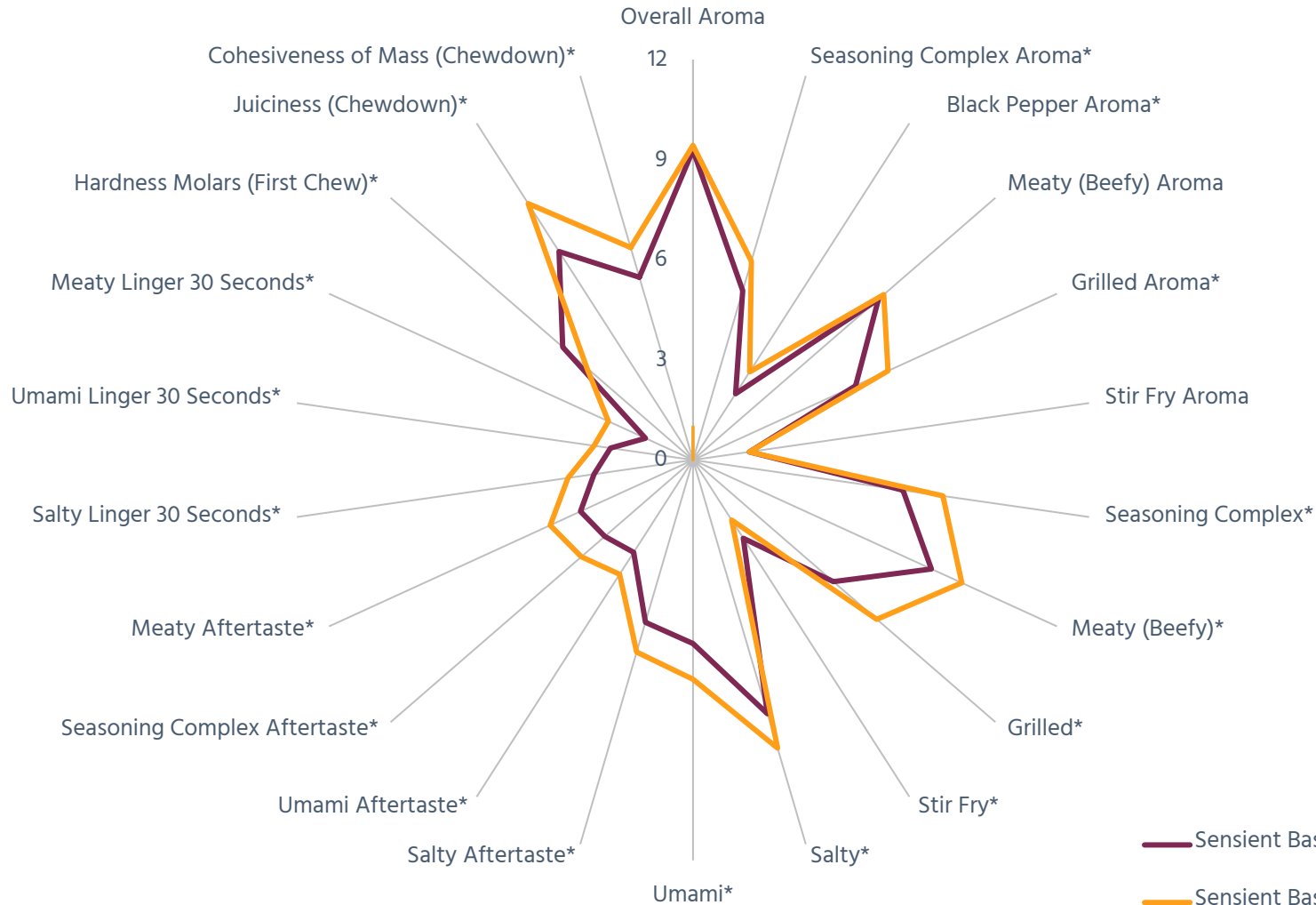
40% Sodium Reduction in Alfredo Sauce



- ✓ Sensient Prototype is much closer to Full Sodium in Salty perception across the entire sensory profile
- ✓ Significant enhancements were also found in Cheesy Complex, Aged Cheese, and Seasoning Complex

TrueBoost™ SensaSalt™ Sensory Validation in Vegan Patties

50% Salt Reduction in Vegan Patties (Compared to market products)



- ✓ Sensient Base + SensaSalt is significantly higher in desirable Flavor -Seasoning Complex, Black Pepper Aroma, Grilled, Meaty, Salty, Umami, Juiciness, and Texture (except Hardness where it is significantly lower)
- ✓ Sensient Base (50% Salt Red.) shows no undesirable Beany notes, but is overall significantly weaker in desirable Flavor and Texture notes, and stronger in less desirable Hardness

— Sensient Base (50% Salt Red.)
 — Sensient Base + SensaSalt
 * Indicates significant differences



Visit us at our table to learn more!

**Discover
what we can
create together...**

Let's be taste buds!