

ITS offers taste and texture solutions for healthier product reformulations

Producers in the Baking, Breakfast Cereal and Snack sectors are under constant pressure from retailers and the Government to make their products healthier.

Whether it is a cleaner label, higher protein, lower salt or lower sugar or even gluten-free reformulation, the “new product” is expected to taste the same as its predecessor and that’s no mean feat.



Mike Bagshaw, owner and MD ITS

That is where UK-based International Taste Solutions (ITS) comes in. The five-year old company has made creating innovative natural taste and texture solutions its business.

ITS offers a huge portfolio of natural flavours in liquid, powder and cutting-edge delivery systems as well as texture solutions for adhesion, crunch, softness, mouthfeel, and ingredient replacement and expansion systems in baked goods.

ITS has developed a proprietary manufacturing process where natural flavourings are added to high quality dried fruits and oats. The end result is a range of natural flavour infused dried fruits and oats which can offer high intensity flavour delivery systems to provide taste and texture impact in cereals and baked goods.

ITS MD Mike Bagshaw says that processing regimes in the food industry are often harsh and so flavour systems need to be robust.

He comments: “ITS has installed a purpose built applications suite, test bakery and laboratory in order to work closely with its customers on their own products and recipes providing the added

benefit of “on-the-run” flavour modification where required.”

SUGAR REDUCTION

Bagshaw says that sugar reduction is a major customer concern at the moment, as sugar is in the media spotlight and was recently described as “an invisible killer” in the international media.

Sugar not only adds flavour, it contributes to texture and mouthfeel. Therefore a reduction can often leave a product tasting bland. ITS has developed solutions, aimed at flapjacks, granolas, clusters and cereal bars which achieve 20-40% sugar reduction with no detrimental effect on flavour or function.

Carl Smith, Innovations’ Manager says “In a flapjack it is not just about flavour loss, it is about binding the ingredients together to offer a taste and texture solution. At ITS we have a number of technically advanced solutions for various applications.”

SALT REDUCTION

Salt reduction in bread is an ongoing concern for ITS, with stringent targets for 2017 recently published by the Food Standards Agency.

The company, which has flavour



ITS test bakery

creation, application and test bakery facilities at its Berkshire HQ, has developed a number of bread flavours and enhancer systems to redress the flavour balance.

These products have proved to be successful in a range of bread products, where the salt content has been reduced to 0.9% (below the FSA 2017 target guideline of 0.96% for bread) without flavour compromise, but instead with flavour enhancement.

ITS is also working on a long term project to formulate new “Sour” type flavours, which will be directed towards the Artisan and Craft Sectors.

These flavours recreate the sour notes characteristic of long fermentations but in “No-time” doughs. Such flavours could potentially be combined with an improver system to also recreate the crumb structure that is characteristic of long-fermented sour breads.

Sometimes a texture and flavour solution is needed as the change in salt level can influence the crumb structure and baking parameters such as mixing, proving and baking times.

Each application and recipe will be different and ITS is developing a portfolio of systems tailored to suit a wide range of bread products.

MASKING TECHNOLOGY

ITS can also offer masking and flavour enhancement products which can be used to remove any potentially unpleasant flavour notes that can arise as bread, cakes and patisserie are reformulated.

These solutions can also boost the flavour where it has become depleted through removal of natural enhancers such as salt and sugar.

Recent technical developments include successful masking of bitter notes in ambient and

longer shelf life products such as croissant and other patisserie products, the rounding of flavour profile in reduced-sugar granolas and flapjacks and flavour enhancement in high protein fillings.

ITS founder Mike Bagshaw comments: “We love what we do and we are constantly working with customers to expand our product ranges and stay ahead on flavour trends and new technology.” ■



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