



For Immediate Release  
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## FONA Launches Taste Modification Brand, Optify™

**January 22, 2020. Geneva, Illinois** - Consumers' interest in novel proteins, functional ingredients and reduced sugar shows no signs of slowing. At the same time, taste remains the #1 driver for purchase. This all can leave product developers with a challenge. In an effort to help its valued customers face these issues head-on, FONA International announced today the formation of a brand for its well-established taste modification platform: *Optify – Taste Modification Technology*.



*Optify* solutions leverage FONA's decades of experience in custom approaches to taste modification and modulation. A toolkit of solutions and approaches wholly unique to FONA, *Optify* showcases the masking, blocking and custom aroma and flavor solutions that food and beverage professionals need to combat taste, mouthfeel and palatability challenges.

“Our customers have relied on FONA's cutting-edge analytical approaches and expert flavor formulation for decades,” said Chief Operating Officer Jeremy Thompson. “When it comes to taste modification, we have proven and validated techniques and tools. *Optify* showcases this approach, which is designed to help our customers with their toughest challenges.”

“At FONA it's truly the methodology that is different,” said Dr. Smaro Kokkinidou, Sr. Research & Innovation Scientist. “It's a whole-product approach. Our subject matter experts are not satisfied with simply supplying a taste modifier or a sweetness enhancer. We all work in tandem to leverage our unique library of modifiers and to integrate a robust scientific approach with multiple data streams that delivers innovation for our customers in the form of an optimized end product.”

### **ABOUT OPTIFY™**

*Optify: Taste Modification Technology* allows food, beverage and healthcare brands to deliver against tough consumer taste expectations for functional, health, performance and better-for-you products. Combining the concepts of Optimize + Modify, *Optify* means FONA's unique full-product approach to sugar reduction, protein, actives, functional ingredients, palatability and mouthfeel. *Optify* means successful products and great-tasting product launches. *Optify* means retaining consumer preference, even with the most challenging ingredients.

### **ABOUT FONA INTERNATIONAL**

Founded more than 30 years ago, FONA International creates and produces flavors for many of the largest food, beverage, and nutritional companies in the world. It offers flavor solutions for the confection, grain, beverage, performance nutrition, OTC and emerging markets from its state-of-the-art, 33-acre campus in Geneva, IL. FONA's seven core values drive it to pursue excellence and foster incredible partnerships. More than just great flavors — FONA provides exceptional service and complete market solutions.