



Taste Modification for Maximum Impact

Your consumers demand it all: delicious, convenient and healthy. Optify™ taste modification technology allows you to deliver against tough consumer taste expectations for functional, performance-focused and better-for-you products.

- Three step approach to taste modification that has been perfected over decades: **Neutralize, Characterize, Optimize**
- **Expertise and hands-on support** to deliver a successful product, not just a taste modification solution
- Performance benefits including **Masking, Blocking, Enhancing, Overcoming taste challenges**

Visit our website to learn more about Optify™ or reach out to Dr. Lindsey Szymczak, Sr. Scientist.

lindsey_szymczak@mccormick.com | (331) 254-0065

McCormick Flavor solutions