

PRESS RELEASE

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HTBA CREATES TASTE TRANSPARENCY EXPERIENCE FOR IFT23 ATTENDEES *Toolbox of taste modulation solutions helps solve taste challenges in today's innovative beverages*

West Chester, OH, July 14, 2023 – HealthTech BioActives (HTBA), a global leader in natural flavonoids and B12 derivatives, invites attendees of the Institute of Food Technologists 2023 Annual Meeting and Exposition (IFT23) to visit the HTBA booth #S3317. Visitors to the booth can meet with HTBA experts and learn more about their taste modulation solutions that help create great-tasting, better-for-you beverages to meet consumers' demands.

Today's consumers are increasingly concerned about their overall health and well-being and looking for beverages with functional benefits that fit their on-the-go lifestyle. At the same time, consumers keep raising the bar on their expectations for delightful taste experiences. Eager to help manufacturers deliver a more premium taste experience, HTBA closely tracks market trends and leverages its taste modulation tools to help create exceptional consumer-centric solutions that are made from naturally sourced materials and adhere to rigorous European standards for quality.

“Our team is very excited to share our Taste Transparency Experience with this year's IFT23 attendees,” said Arti Shah, Head of Global Marketing, HTBA. “We love sharing our passion for creating elevated taste experiences. HTBA taste modulation solutions and our team of experts can help manufacturers fine-tune the taste to ensure successful products. Our Taste Transparency Experience—shining a light on exactly what is happening so that our customers have true control over their product, even down to the molecular level and how the modulation works. We use sensory science and are exploring the unique way receptors on the tongue respond to taste so that it can be used to enhance a consumer's perceptions of a beverage.”

HTBA is showcasing its flavonoid-based Taste Transparency Toolbox to help food and beverage innovators unlock the black box to overcome taste challenges with solutions that include:

- Sweetness profile improvement
- Bitterness blocking
- Astringency suppression
- Off-note masking
- Mouthfeel enhancement
- Flavor enhancement

Visit HTBA booth #S3317 and delight the senses with a menu of tasting concepts that includes:

- **Berry Immunity Refresher** – This refreshing berry-infused black tea contains Citrosa+, produced from baby citrus fruit sourced from the Mediterranean and Caribbean regions. Citrosa+ works in synergy with stevia and erythritol (high intensity and bulk sweeteners) to fine-tune the sweetness profile of this beverage. It lowers bitterness, enhances the flavor and helps to deliver a product consumers will try and repeat! Olews®, an ingredient derived from olive leaf extract, also provides added immunity and antioxidant benefits.
- **Natural Sugar-Free Energy Drink** – This beverage meets consumer demand for healthier energy drinks that have a reduced amount of added sugars. Typically, low- to no-sugar sweetener options such as stevia in energy drinks generate many lingering off-notes and flavors, astringency and metallic tastes. Here, NF01 and NF02 natural taste modulation ingredients—sourced from grapefruit and apple, respectively—highly improve the flavor profile of this sugar-free energy drink, helping to deliver a better overall mouthfeel and taste experience.
- **Pea Protein Café Latte** – This plant-based, high-protein café latte flavored RTD beverage appeals to consumers looking for alternative protein beverages to fit their lifestyle. In addition to their functional benefits, alternative proteins often bring a variety of aftertastes, astringency, bitterness, dryness and mouthfeel issues to formulations. In this delicious latte, NF01 and NF02 natural taste modulation ingredients help reduce astringency, improve and enhance mouthfeel, intensify sweetness, weaken bitterness and strengthen the desirable coffee notes.
- **Pear Elderflower Wellness Drink with ACV** – With digestive benefits from apple cider vinegar (ACV) and botanicals like elderflower, this refreshing beverage touts the functional and “top-shelf” features that today’s consumers love. ACV has become increasingly popular with RTD beverages because of its probiotic benefits and as an alcohol alternative for today’s mocktails, but it can also add an overwhelming taste intensity. To the rescue: NF01 and NF02 natural taste modulation ingredients help mask ACV’s intense bitterness and off-flavors for a well-rounded taste experience.
- **Chocolate bite** – Sweet and delicious chocolate square featuring natural taste modulation ingredient NF04 made from sweet orange to reduce bitterness and off-notes.

For over 40 years, HTBA has provided trusted and clean label solutions with top-class ingredients from nature. Utilizing their strong R&D bench, taste modulation expertise and more, HTBA co-creates unique solutions with their client partners. The company offers flavonoid ingredients that help bring taste back to formulations, by helping mask bitter off-notes and other lingering tastes from proteins, high-intensity sweeteners and other ingredients, reducing astringency and metallic notes and more. HTBA supports customers with rigorous standards in sustainability, quality and supply chain throughout the entire value chain, from raw materials to commercialization – from its Global HQ in Barcelona, Spain, and its U.S. subsidiary near Cincinnati, Ohio, to its manufacturing facilities in Beniel (Murcia), Spain.

To learn more about HTBA’s Taste Transparency Toolbox of healthy and naturally sourced solutions, please visit with HTBA experts at booth #S3317 or visit their website: <https://htba.com>.

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About HealthTech BioActives

HTBA (HealthTech BioActives) – now of The Riverside Company – is a world-leading company highly specialized in flavonoids and vitamin B12 derivatives. Leveraging 40 years of experience in the production of pharmaceuticals and health ingredients from naturally sourced materials, HTBA is determined to go further to formulate new standards. HTBA covers the entire value chain from raw materials to commercialization, with global reach in pharmaceuticals, dietary supplements, food, feed and cosmetics. Headquartered in Barcelona, HTBA has two owned manufacturing plants, one applications laboratory, and one exclusive CMO dedicated to Vitamin B12 derivatives. Our talented team is constantly striving to go beyond our clients' expectations because at HTBA we have one goal: challenging current models to improve our customers' success and consumers' well-being. Visit www.htba.com for more information.