

Masking Flavours

Edlong Flavour Solutions unique suite of *masking solutions* address the taste challenges of products formulated to meet consumers' demands for higher protein, better nutrition, and increased options for both plant-based and dairy foods and beverages.

Developed through years of applied research by Edlong's team of scientists, and supported by research conducted with leading global institutions, this suite of maskers leverages the characteristics of dairy and dairy-type flavours, which have proven to be more effective at masking today's proteins, nutritional, and plant-based ingredients than most available maskers.



Edlong ProMasker Range

Designed to help your high-protein product be the cleanest version of itself by addressing bitter, stale, metallic and other off-notes in formulations, even with 20% or greater dairy protein.



Edlong Plant-ProMasker Range

Designed to address the beany, vegetative, green, cardboard, or bitter off-notes associated with pea, soy, oat, fava, and other plant-based proteins in your formulation, elevating the taste of your product.



Edlong Plant Power Range

Addresses the waxy, soapy, metallic, or fishy off-notes often associated with plant oils or fats, plant-based colours, and other plant-derived ingredients, giving your product a cleaner, more pleasant taste.



Edlong Nutri-Mask Range

Helps eliminate the metallic, bitter, or astringent notes that accompany fortification with vitamins and minerals, enabling you to deliver the nutritious, great-tasting products your consumer's demand.

