



CUSTOM FLAVOR

DEVELOPMENT



A D O W N L O A D A B L E G U I D E

This guide gives you a glimpse into our expertise and how partnering with Metarom can **ENHANCE PRODUCT DIFFERENTIATION** and transform your flavor vision into reality.

Breaking Down the Flavor Formulation Process

Our custom flavor development methodology provides premium flavor profiles while complying with all applicable **food regulations**.

We start by capturing the unique details of your brand's story and flavor goals, including identifying and describing the specific taste, aroma, and texture characteristics of your product.

Our experts have an **extensive catalogue of ingredients** to develop with, ensuring the resulting flavor matches the intended sensory journey.

We then evaluate how different ingredients interact with each other and the senses, and how flavors perform during production and storage.

Finally, we work closely with our clients to further refine, test, and taste before batch production begins.

By carefully mapping out these steps, **Metarom USA** helps businesses create consistent, authentic flavors that meet both consumer expectations and product requirements.



The Science Behind Flavor

When developing custom flavors, you have to consider all the sensations one feels:



Taste

This is how molecules interact with taste buds, and what most people recognize as the source of taste.

But our nose also plays a huge role in flavor.



Trigeminal Sensation

This is the physical feeling, or mouthfeel, you experience outside of taste (like spiciness, burning, cooling, tingling, crunchiness, creaminess, etc.).

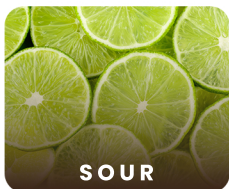


Retronasal Olfaction

This describes the nasal “taste” you experience when food aroma hits the back of your throat and travels to your nasal cavity. This differs from smelling through your nostrils.

Metarom USA's flavor chemists have studied how molecules interact with taste buds and smell receptors to develop and integrate natural, complex, custom flavors into your product.

THE CATEGORIES OF FLAVOR PROFILING INCLUDE:



Using this scientific understanding, we're able to develop signature flavors that are true to their source ingredients, whether fruit, vegetable, spice, savory, caramel, chocolate, or vanilla.

This strategy is the reason why food manufacturers who partner with a flavor development team tend to excel in the market and become highly scalable.

Why Choose Metarom USA for Your Flavor Needs

Metarom offers a variety of flavor benefits beyond the science of taste, helping you streamline your custom flavor development supply chain and remain competitive in the industry.



MASKING OFF-NOTES -

Our **masking agents**, **bitter blockers**, and **sweetness enhancers** reduce formulation complexity, accommodate natural ingredient variability, maintain consistent flavor quality at scale, and minimize the need for reformulation.

FLAVOR PROFILE SPECIFICITY -

Even finished products can be customized to **develop a signature flavor** that **enhances product differentiation** and makes your product stand out from similar products.



PRODUCT STANDARDIZATION -

Protect your food line against seasonal ingredient availability and raw material fluctuations with personalized **flavor profiling** that mimics authentic notes.

Why Choose Metarom USA for Your Flavor Needs



HEALTH-CONSCIOUS SUBSTITUTIONS -

We have engineered our own **fat replacers** and a full line of **ACTI'SENS flavors** that reduce sugar, calories, and fat content.

FLAVOR PROFILE REGULATION -

If you are battling flavor loss during manufacturing or modification, the Metarom **flavor formulation process** can enhance and stabilize your flavors, increasing shelf life.



COST REDUCTION -

Partnering with a **custom flavor development** team with food-grade warehouses all over the world, you're guaranteed to reduce production costs in transportation, storage, and spoilage.

Plus, our sample lead times are notably faster than competitors, helping your product move from concept to testing quickly. This blend of speed, quality, and deep knowledge makes Metarom USA a trusted source for brands focused on **scalable flavor development** and creating memorable foods and beverages.

Collaboration, Innovation, and Testing

We partner closely with clients through tasting sessions held at our state-of-the-art facility in San Diego, CA.

We take feedback and **refine flavor profiling** for predictable, repeatable outcomes.

We also use innovative approaches to optimize and accelerate custom flavor development and testing.



A Deep Dive Into Product Differentiation

Flavor composition is all about how different notes work together. Top notes are what you notice within the **first several minutes**.

They are light, highly volatile compounds. As those fade, the middle notes take over, giving the flavor its core identity.

Then you start tasting back notes, which add depth and help the flavor to linger.

When the ingredients are properly balanced, the taste is natural and distinct. The aim of **enhancing product differentiation** is to **develop custom flavor** profiles that resonate with consumer palates.



Scalable Flavor Development for Growing Businesses

At **Metarom USA**, we support brands at every stage, from samples to small-batch testing to large-scale production. Our process ensures flavor consistency and quality, regardless of volume.

This reliability allows businesses to grow confidently without compromising taste.



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