

# Soy Flavors

## *Applications:*

Beverages  
Protein Bars  
Protein Powders  
Frozen Desserts  
Fruit Shakes

**SOY MASKING AGENTS**, developed by GSB Flavor Creators, finally make flavoring soy successful. The FDA approved a health claim for soy, but GSB had the undaunting task of getting the flavor approval from real people. Consumers and food industry professionals alike have known for years that soy protein was healthy, but soy has its' own unique flavor (non-appetizing to say the least - and to some absolutely repulsive). This has been soy's biggest challenge.

The ability to flavor soy in a way that it can become a welcome part to a healthy diet is as much an art as it is a science. GSB has been developing techniques for flavoring soy for years, improving along the way, but not until a new masking agent was developed has soy ever tasted so good! In a new process of reverse flavor imaging (a task of creating a neutralizing mask for unpleasant flavor characteristics) it has become possible to first neutralize the negative flavors in soy and then create the target flavor on top of this fresh canvas. GSB masking agents are available in both liquid and spray dried flavors.