

Disclosures Ag-0811, Ag-0825

## Bitter Flavor Masking Extract

**Inventors:** John W. Finley, Darryl Holliday

### **Description:**

A new material has been discovered that can mask bitter and astringent flavors in food. Substances like glycerine, ethanol, and potassium salts can be added to foods in greater quantities without a hindrance to taste. Glycerine can be used to control moisture in food and replace high fructose corn syrup, while potassium salts can be used to replace the more hazardous sodium salts.

### **Advantage:**

- Provides healthy ingredient replacements
- Reduces hypertension and blood pressure
- Helps control glucose levels

### **Commercial Uses:**

- High fructose corn syrup replacement
- Natural salt substitute in food
- Palatable potassium supplement development



**Food Science  
Department**

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