

The client

We are working with a manufacturing company that **uses a range of flavours to complement and mask active ingredients** in their products. Consumers are increasingly keen to experience new flavours and are open to more unusual combinations and stronger, stimulating flavours (e.g., wasabi). However, some ingredients can trigger a **burning sensation and a need to cough**, both of which are **unwelcome side effects of consuming such compounds**. In addition, active ingredients such as cannabis (CBD) may trigger a similarly unpleasant sensation in the mouth / throat. The client has identified the **TRPA1 receptor** as being primarily responsible for these responses, and wishes to identify solutions to prevent or mitigate these side-effects.

The search

The client is actively **searching for food-grade solutions to mask, remove or modulate the effects of activating the TRPA1 receptor in the oral cavity**. Potential solutions could come from (but are not limited to) the following: -

Industries

Food and beverages (alcoholic and non-alcoholic products); Pharmaceuticals; Nutraceuticals

Approaches

Physical masking, biochemical masking and functional taste masking

- Compounds to act directly / indirectly as TRPA1 channel antagonist or modulator
- Compounds to act directly / indirectly as TRPA1 agonist or analgesic
- Compounds used in cough medicine as cough suppressant
- Encapsulation (nano- and micro-) technologies for compounds

Solutions

May include umami flavourants, botanical extracts, pure compounds

NB - No interest in the use of sweeteners to mask.

The client is interested in any product format (e.g. powder, emulsion, liquid, etc) or development stage solutions providing proof of concept can be demonstrated.

What the client can offer

The client is a large and well established business with excellent market access. They are searching for companies developing and supplying solutions to meet their current and future products, and so this represents an excellent business opportunity for a new and ongoing supplier relationship.

Please provide details of any potential technology partner or service provider to Diane Kolonko via diane@strategicallies.co.uk