



Meet the Taste Makers

Introducing the sensory scientists cracking the code of plant-based ingredients

Stine Moeller knows flavors and textures like an artist knows her palette. As a sensory scientist at DuPont, she's in the business of helping our customers produce plant-based food and drink masterpieces that consumers crave and buy—again and again.

“All the consumer cares about is the experience of consuming a product,” she says. “But behind that experience lies decades of research into how humans respond to food with all their senses: eyes, noses, ears, sense of touch and taste buds.”

Customers who rely on DuPont's sensory expertise range from big established players to tiny start-ups hoping to carve a profitable niche in the plant-based world.

According to Stine, our extensive range of [plant-based ingredients](#) and deep product knowledge gives them a real advantage in formulating exciting new plant-based products: “We know exactly how certain ingredients should be used to create a particular sensory experience.

“We have a huge range of plant-based proteins and we're constantly looking for new ones. We're mixing things that have never been mixed before to produce new sensory effects.”

Plant Based Ingredient Trends

Getting those effects right can be challenging. As food technologists are constantly discovering, a simple decision to replace one ingredient with another that tastes just the same can have unintended consequences. All too often, the ingredient you're replacing has other attributes that contributed to the total sensory experience.

Our sensory scientists also have to consider the complex interactions between sensory attributes. Even experienced tasters can be misled by the interplay between our sense of smell and taste.

One of Stine's earliest findings was the way sugar affects our perception of 'fruitiness': a new raspberry jam with more fruit was perceived by testers to be less fruity than the same jam with more sugar.

On top of all this, new [plant-based products](#) must succeed in a dynamic emerging market where strategic questions such as where to play and how to win have no easy answers.



The Taste Makers series: *Insights backed by rigorous research*

This article is the first in a series where we'll share hard-won insights from the intersection of sensory science and business. They come to you from 'The Taste Makers'—the experts who are applying sensory science to create the new kinds of deliciousness that are transforming our customers' market share and profitability. Here's a preview of the good stuff coming your way.



Creating the perfect plant-based product *A greenfield briefing by Taste Maker Kimberly Hogan*

"A lot of my work is about looking at what's out there in the marketplace. We look at what our customers will be competing against, and identify the sensory attributes consumers love and hate. At the end of our reviews, we have a clear idea of the white spaces our customers can own and a precise description of the perfect product."



Using neuroscience to discover the next plant-based blockbuster *A sensory analysis briefing by Taste Makers Stine Moeller and Camilla Arndal Andersen*

"Unlocking the senses' sounds like empty marketing hype, doesn't it? Only in this case the hype is true. Our keys are the sensory analysis we use to explore whether consumers like a product and why. We're even learning to tell when they're just pretending to like something. Seriously."



The science of product formulation for plant- based profitability *A business briefing by Taste Maker Rosa Sanchez*

"Sensory science really can help you beat the competition and transform your margins. Helping customers solve their marketing problems with science is the best part of my job. There are specific things you need to consider when attempting to reduce costs and gain market share. Check out my tips for various formulation scenarios here."