

Masking Taste Technologies

Solving Today's Toughest Taste Challenges

Better-for-you formulations can bring unwanted off-notes, including protein bitterness, earthy flavours, metallic aftertaste, astringency, and more.

Edlong's Cow to Wow™ Masking Taste Technologies

help neutralise these challenges while enhancing roundness, dairy authenticity, sweetness perception, and overall flavour balance, creating cleaner-label products.

Our platform is designed to help mask off-notes from

- Protein
- Caffeine
- Vitamins & minerals
- HIS
- Quinine
- Natural colours



Start Innovating!



Contact your Sales Representative to discover what our masking taste technologies can do for your next development project!