

Salt Reduction And Salty Taste Improvement



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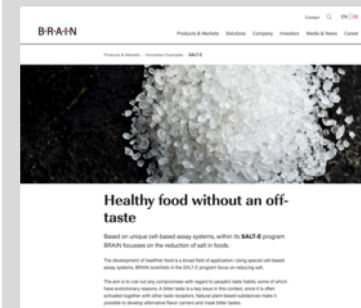
AnalytiCon
discovery

Salt...E

The Challenge – Healthy Food Without An Off-taste

- **Sodium reduction strategies accompanied by regulatory constraints** are advancing
- Improvement of **sensory profile of low sodium products** to full consumer satisfaction
- The current NaCl replacer KCl adds **distractive & unfavorable off-flavor** to products
- No satisfying solution available
- Provision of new **natural solutions meeting all expectations**

Learn more on our website:



→ Healthy food without an off-taste

Our Solution – a Combination of Strategies

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**Ingredients enhancing
salty taste of NaCl**



**Ingredients improving
KCl off-flavour**

Our Solution – A Unique Combination of Resources and Technology

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Natural Resources

Thousands of novel natural ingredients wait for their discovery in our proprietary BioArchive.



Screenline® Technology

Salt taste models established to predict & filter potential ingredients for NaCl-enhancement & KCl-masking



Application know-how

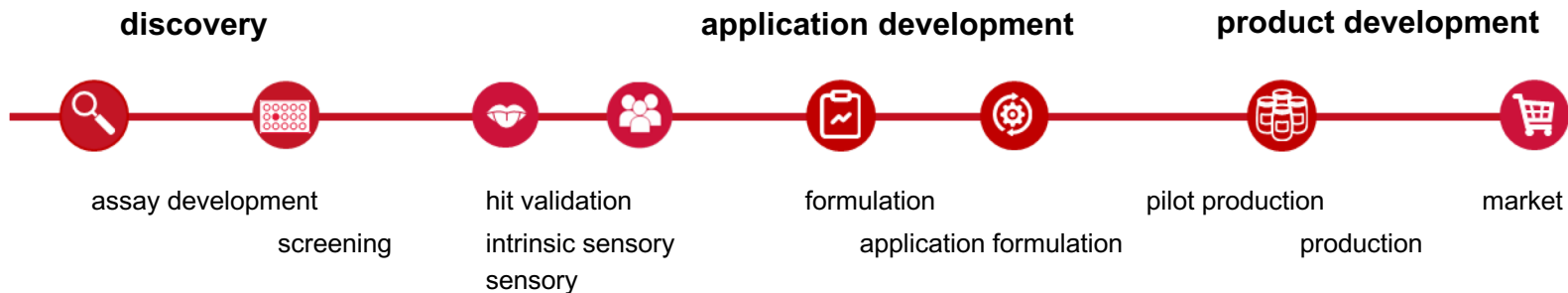
Sensory evaluation is key to find the perfect molecule. Validated procedures to test non-approved ingredients.

Our Offer – A Solution Meeting Your Needs

Salt...E

- Exclusive or semi-exclusive **joint development program**. Flexible deal structures and business models negotiable.
- Access to
 - **existing compounds** with proven *in vitro* activity in cell-based assays and proven *in vivo* activity in human sensory panels
 - validated **salty taste models** (ScreenLine®)
 - **natural compound libraries** to fill the **pipeline** with innovative taste modulators

Proof – From Application to Product Development



Salt-taste enhancement



KCl bitter-masking



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Your Benefits

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- ✓ **Solution for sodium reduction**
- ✓ **USP** generation
- ✓ meet customer **expectations** & increase **reputation**
- ✓ **increased sales** & higher revenues
- ✓ fill your product pipeline with **innovation** before your competitors do

Thank You for Your Attention.

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BRAIN Biotech AG

Darmstädter Straße 34–36
64673 Zwingenberg
Germany

www.brain-biotech.com
business@brain-biotech.com
+49 (0) 6251-9331-0



[@BRAINbiotech](https://twitter.com/BRAINbiotech)



[BRAIN Biotech AG](https://www.linkedin.com/company/brain-biotech-ag)



Jessica Rehdorf, Ph.D.

Business Development
Manager Nutrition & Health
jr@brain-biotech.com
+49-6251-9331-57



[Jessica Rehdorf](https://www.linkedin.com/in/jessicarehdorf)



Katja Riedel, Ph.D.

Programme Manager
System Products Nutrition
kar@brain-biotech.com
+49-6251-9331-63



[Katja Riedel](https://www.linkedin.com/in/katja-riedel)



AnalytiCon Discovery, LLC

15800 Crabbs Branch Way
Suite 300
Rockville, MD 20855, USA

www.ac-discovery.com
US-info@ac-discovery.com
+1-240-654-7575



[AnalytiCon Discovery](https://www.linkedin.com/company/analytic-con-discovery)



Dietmar Wolf, Ph.D.

EVP Business
Development North
America

[d.wolf@](mailto:d.wolf@ac-discovery.com)
ac-discovery.com
+1-240-654-7575



[Dietmar Wolf](https://www.linkedin.com/company/analytic-con-discovery)