

**Mr Vipul Kumar Mehra**, Regional Product Manager- IFF on “**Application of Flavours to Improve Undesirable Sensory Properties of Plant Based Healthy Ingredients**”. He discussed on the Increased demand for plant-based protein products where he mentioned that according to Health wise 40% of global consumers said that are moderating their meat or avoiding it altogether & Ethics wise 70% of consumers are globally willing to pay >5% extra for a product that is animal welfare friendly. He elaborated on the Challenges Associated with Plant Based Protein in way of maintaining the Texture, Authenticity, Off Notes & Lingering Aftertaste. He also briefed on the Technology to protect & deliver real, rich & authentic taste & also have protein & flavour interact between taste & plant-based proteins.