



htba | Food Division

We bring back taste

HTBA (HealthTech BioActives) –now of The Riverside Company– is a world-leading company highly specialized in flavonoids and in vitamin B12 derivatives. Leveraging 40 years' experience in the production of pharmaceuticals, taste and health ingredients from naturally sourced materials, **HTBA** is determined to go further to formulate new standards.

HTBA covers the entire value chain from raw materials to commercialization, with global reach in pharmaceuticals, dietary supplements, food, feed, and cosmetics. Headquartered in Barcelona, **HTBA** has two owned manufacturing plants, one applications laboratory, and one exclusive CMO dedicated to Vitamin B12 derivatives.

Our talented team is constantly striving to go beyond our clients' expectations because at **HTBA** we have one goal: To challenge current models in order to improve our customers' well-being.

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We bring back taste

The piece that makes your product perfect




Formulating
new standards


HealthTech Bio Actives S.L.U.
Diagonal 567 4th floor
08029 Barcelona




Sugar reduction

 In a world where consumers demand **healthier** products, countries impose **taxes** on food and beverages with high sugar content and competitors are constantly carrying out **reformulations** chasing these trends, the importance of **reducing sugar** is being pivotal.


Salt reduction

 One of the major trends is **salt reduction**, due to its **health concern**. The use of **potassium chloride** is one of the most preferred solutions, but consequently, **metallic taste** comes up.


Bitterness reduction

 **Bitterness** is one of the most undesirable tastes, that companies try to minimize in order to get a greater acceptability of consumers. Effective **reduction** leads to a **repetition of buying** act, something searched by manufacturers.


Off-flavours reduction

 Taste is one of the most important parameters governing consumers preference. **Astringency, metallic notes** and some other **undesirable** tastes, like pharmaceutical or licorice, are challenges to formulators in the present scenario. For that reason, in the past few years, significant progress has been made in the area of **taste masking**, in order to improve not only the unpleasant taste of products, but also **mouthfeel** and the **overall acceptability** to consumers.

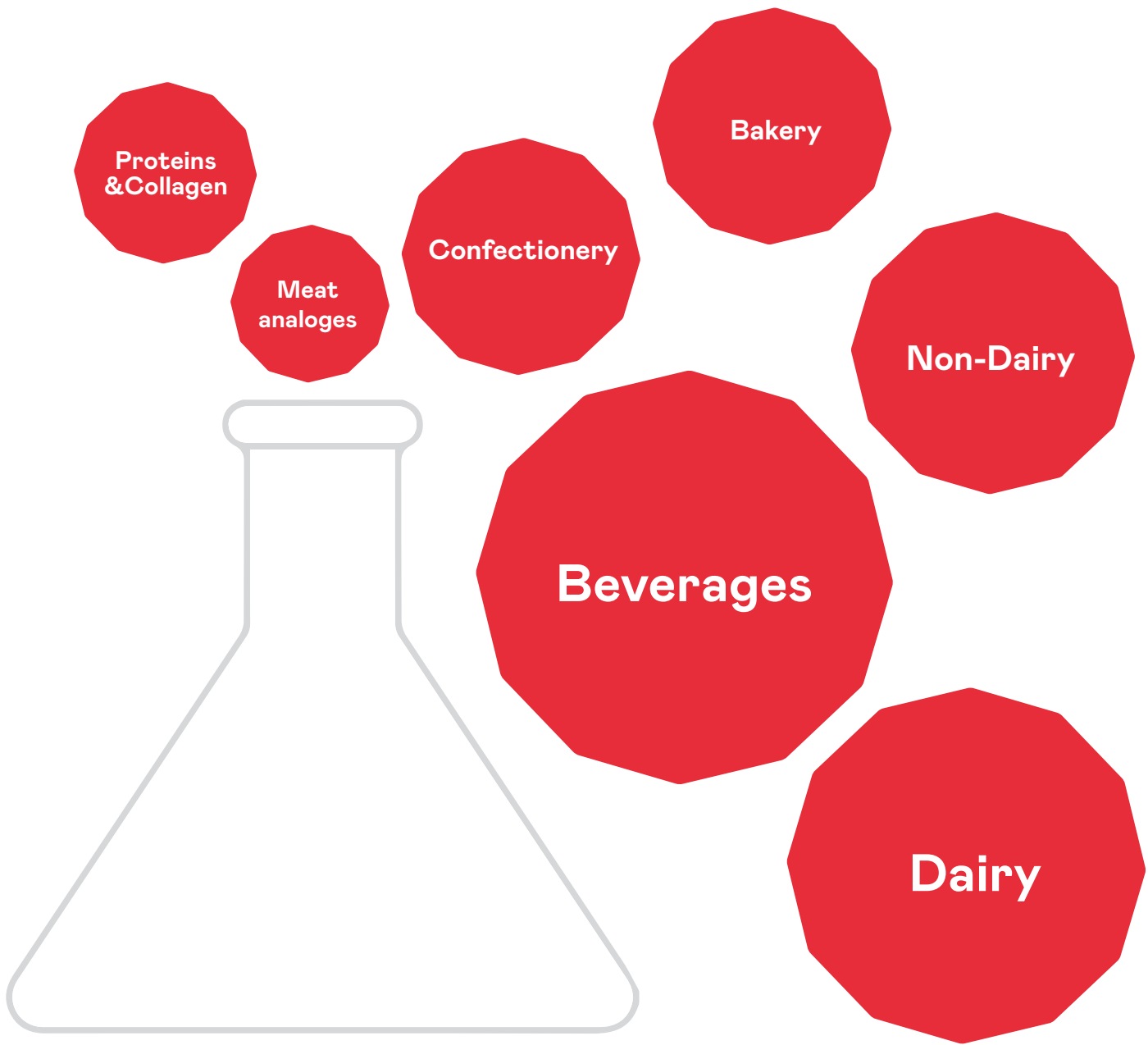
Mouthfeel enhancement

 Nowadays, one of the main challenges the food industry is facing is the formulation of products with **low sugar content** without impacting the **mouthfeel**. Manufacturers look for solutions that contribute to increase this perception, as well as **body and density** that lack when sugar content is low.

Flavour enhancement

 Good part of the above reformulations impacts in **flavour intensity** and perception. There is a constant search for ingredients that may rise again the flavour **top notes**.

| | CITROSA+ | NHDC | NF01 | NF02 | NF04 | NF05 |
|-----------------------------------------------------------------------------------------------------------|----------|-------|-------|-------|------|------|
|  Sugar reduction | ● ● ● | ● ● ● | ● | ● ● | | ● ● |
|  Salt reduction | | | ● ● | | ● ● | |
|  Bitterness reduction | ● | ● | ● ● ● | | ● ● | |
| Off-flavours reduction | | | | | | |
| Pharmaceutical (sucralose,...) | ● ● ● | ● ● ● | ● ● | ● ● | | ● |
|  Licorice (stevia,...) | | | ● ● ● | ● ● ● | | |
| Metallic (acek, kcl,...) | ● ● ● | ● ● ● | | | | |
| Astringent (soy, pea protein, tea extracts,...) | | | ● ● ● | ● ● ● | ● | |
| Fishy (ω3, fish collagen,...) | | ● | ● ● | ● ● | | |
|  Mouthfeel enhancement | | | | ● ● ● | | |
|  Flavour enhancement | ● ● ● | ● ● ● | | ● ● | | |



What’s the effect?

