Claims

1. A masking composition for masking an unpleasant after-taste from consumption of non-animal derived protein comprising:

one or more unpleasant after-taste blocking compounds selected from the group consisting of pea peptides, rice peptides and combinations thereof; and

one or more masking agents selected from the group consisting of fatty acids, terpenes, carbonyls, sulfur compounds, sweet browns, esters, lactones, juice derivatives and combinations thereof;

wherein the fatty acids are selected from the group consisting of nonanoic acid, decanoic acid, dodecanoic acid, tetradecanoic acid, hexadecanoic acid, oleic acid, octanoic acid, 9-decenoic, hexanoic and combinations thereof;

wherein the carbonyls are selected from the group consisting of acetone, acetyl propionyl, 2-heptanone, 2-nonanone, 2-undecanone, cis-4-heptenal and combinations thereof;

wherein the sulfur compounds are selected from the group consisting of isothiocyanates, methyl sulfide, diallyl disulfide, propenyl disulfide, dimethyl sulfide, dimethyl trisulfide, extracts of alliaceous ingredients and combinations thereof;

wherein the sweet browns are selected from the group consisting of maltol, vanillin, cyclopentenolone, furaneol, vanilla extracts, vanilla derivatives, caramel extracts, condensed milk derivatives and combinations thereof;

wherein the esters are selected from the group consisting of ethyl cyclohexanoate, ethyl succinate, ethyl lactate, ethyl caprate, ethyl dodecanoate, ethyl myristate, ethyl palmitate and combinations thereof;

wherein the lactones are selected from the group consisting of gamma decalactone, delta decalactone, delta dodecalactone, gamma undecalactone, massoia lactone and combinations thereof; and

wherein the terpenes are selected from the group consisting of fenchol, terpineol, caryophyllene bisabolene, farnoscene, farnesol and combinations thereof;

wherein the weight ratio of ~~off note~~ unpleasant after-taste blocking compound to masking agent is between 2.5:1 and 25:1.

2. The masking composition according to claim 1, wherein the weight ratio of unpleasant after-taste blocking compound to masking agent is between 5:1 and 10:1.

3. A meat analog comprising:

a non-animal derived protein;

a masking composition comprising one or more unpleasant after-taste blocking compounds selected from the group consisting of pea or rice peptides, 1,3-propandiol, ethyl cyclohexanoate, green coffee

extract, molasses distillates, hyaluronic acid and combinations thereof; and one or more masking agents selected from the group consisting of fatty acids, terpenes, carbonyls, sulfur compounds, sweet browns, esters, sweeteners, lactones, juice derivatives and combinations thereof; and
a flavorant.

4. The consumable according to claim 3, wherein the non-animal derived protein is a pea protein.

5. The consumable according to claim 3, wherein the non-animal derived protein is a soy protein.

6. The consumable according to claim 3, wherein the masking composition is present in an amount from 0.01% to 1.0%, by weight of the consumable.