Claims:

1. A method of masking a bitter aftertaste experienced in the consumption of a consumable composition, comprising the addition to the composition of a masking quantity of choline chloride.

2. A method according to claim 1, in which the choline chloride is present in the composition to the extent of from 500 ppb to 500 ppm.

3. A method according to claim 2, in which the choline chloride is present to the extent of from 10 ppm to 50 ppm.

4. A consumable composition, in which the composition comprises a composition base comprising at least one bitter aftertaste-provoking ingredient, and an aftertaste-masking quantity of choline chloride.

## Claims

1. A method of masking a bitter aftertaste experienced

   in the consumption of a consumable composition, comprising the addition to the composition of a masking quantity of choline chloride in which the choline chloride is present in the composition to the extent of from 500 ppb to 500 ppm.

2. The method according to claim 1, in which the choline chloride is present to the extent of from 10 ppm to 50 ppm.

3. A consumable composition, in which the composition comprises a composition base comprising at least one bitter aftertaste-provoking ingredient, and an aftertaste-masking quantity of choline chloride in which the choline chloride is present to the extent of from 500 ppb to 500 ppm.

4. A consumable composition according to claim 3 in which the choline chloride is present to the extent of from 10 ppm to 50 ppm.