Claims:

1. A method of countering malodour in a washing machine at the end of a wash cycle, comprising the addition thereto of a fragrance precursor, wherein the fragrance precursor comprises ethyl (Z)-2-acetyl-4-methyltridec-2-enoate.

2. The method according to claim 1, wherein the fragrance precursor further comprises ethyl N,S-bis(4-oxo-4-(2,6,6-trimethylcyclohex-3-en-1-yl)butan-2-yl)cysteinate and 4-(dodecylthio)-4-methylpentan-2-one.

3. The method according to claim 1 or 2, in which the fragrance precursor is added in the form of a solution in a solvent.

4. The method according to any one of claims 1 to 3, in which the fragrance precursor is added as part of a fragrance formulation.

5. The method according to claim 4, in which the fragrance formulation forms part of a fabric conditioner/softener formulation.

6. The method according to any one of claims 2 to 5, in which the weight ratio of ethyl (Z)-2-acetyl-4-methyltridec-2-enoate to ethyl N,S-bis(4-oxo-4-(2,6,6-trimethylcyclohex-3-en-1-yl)butan-2-yl)cysteinate is from 5:1 to 20:1.

7. The method according to claim 6, in which the weight ratio is from 8:1 – 10:1.

8. The method according to any one of claims 3 to 7, in which the weight proportion of fragrance precursor in the solution is from 10-80% by weight.