oxo-3-phenylpropan-2-yl]amino]-4-oxobutanoic acid (neotame), L-α-aspartyl-N-(2,2,4,4-tetramethyl-3-thietanyl)-D-alaninamide (alitame); sodium N-cyclohexylsulfamate (cyclamate) and its salts (*e.g.*, calcium cyclamate, sodium cyclamate, magnesium cyclamate, potassium cyclamate), and some sugar alcohols (*e.g.*, xylitol) and combinations thereof. In other embodiments, the high intensity sweetener is derived from *Stevia rebaudiana* selected from the group consisting of whole leaf and crude stevia extracts, modified stevia extracts, mono-, di- and polyglycosylated steviol compounds, green stevia powder, Rebaudioside A (Reb A), Rebaudioside B, Rebaudioside C, Rebaudioside D, Rebaudioside D2, Rebaudioside E, and Rebaudioside F, Rebaudioside G, Rebaudioside H, Rebaudioside I, Rebaudioside J, Rebaudioside K, Rebaudioside L, Rebaudioside M, Rebaudioside N, Rebaudioside O, Rebaudioside Q, Rebaudioside R, Rebaudioside S, Rebaudioside V, Rebaudioside W, Rebaudioside X, Rebaudioside KA, Dulcoside A, Rubusoside, stevioside, and other modified stevioglycosides, and combinations thereof. In other embodiments, the high intensity sweetener is derived from *Siraitia grosvenorii*. such as those selected from the group consisting of modified or unmodified extracts (*i.e.*, Luo Han Go extract or Monk fruit juice) and mogrosides (*e.g.*, mogroside IV, mogroside V, siamenoside I, and 11-oxo mogroside V). In other embodiments, the high intensity sweetener is selected from the group consisting of methyl L-α-aspartyl-L-phenylalaninate, *Siraitia grosvernorii* extract, Rebaudioside A; and combinations thereof.

The presently disclosed subject matter further provides methods to modulate taste properties of a consumer product, wherein one or more compounds according to Formula (I) is added to the consumer product in an amount effective to modulate the taste profile of the high intensity sweetener.

The presently disclosed subject matter further provides methods for modulating undesirable taste characteristics, such as those resulting from the use of a high intensity sweetener or other ingredient with an undesirable taste profile in a consumer product, comprising adding at least one compound according to Formula (I) to the consumer product containing the high intensity sweetener and/or other ingredient with an undesirable taste profile in an amount sufficient to provide a more desirable taste or flavor profile to the consumer product.

The presently disclosed subject matter further provides a food product, an oral care product, a pharmaceutical product or a beverage comprising: (a) (4Z,7Z)-decadienal; and (b) a base.

The presently disclosed subject matter further provides a food product, an oral care product, a pharmaceutical product or a beverage comprising: (a) (4Z, 7Z)-decadienal; (b) at least one high intensity sweetener and/or non-HIS sweetener, and (c) a consumer product base.

The presently disclosed subject matter further provides a method to modulate taste properties of a consumer product, wherein (4Z,7Z)-decadienal is added to the consumer product in an amount effective to modulate the taste profile of the high intensity sweetener.

The presently disclosed subject matter further provides a method for modulating undesirable taste characteristics in a consumer product, comprising adding (4Z,7Z)-decadienal to the consumer product containing a high intensity sweetener and/or other ingredient with an undesirable taste profile in an amount sufficient to provide a more desirable taste or flavor profile to the consumer product.

The forgoing has outlined rather broadly the features and technical advantages of the presently disclosed subject matter in order that the detailed description that follows

WHAT IS CLAIMED IS:

1. A food product, an oral care product, a pharmaceutical product or a beverage comprising: (a) (4Z,7Z)-decadienal; and (b) a base.

2. The consumer product of claim 1, further comprising at least one high intensity sweetener and/or non-HIS sweetener.

3. A food product, an oral care product, a pharmaceutical product or a beverage comprising: (a) (4Z, 7Z)-decadienal; (b) at least one high intensity sweetener and/or non-HIS sweetener, and (c) a consumer product base.

4. The food product, the oral care product, the pharmaceutical product or the beverage of one of claims 1-3, wherein the high-intensity sweetener is selected from the group consisting of 1,2-benzothiazol-3(2H)-one 1,1-dioxide (saccharin) or its sodium salt; methyl L-α-aspartyl-L-phenylalaninate (aspartame); acesulfame potassium (Ace-K or acesulfame K); 1,6-dichloro-1,6-dideoxy-β-D-fructofuranosyl-4-chloro-4-deoxy-α-D-galactopyranosideneotame (sucralose); (3*S*)-3-[3-(3-Hydroxy-4-methoxyphenyl)propylamino]-4-[[(2*S*)-1-methoxy-1-oxo-3-phenylpropan-2-yl]amino]-4-oxobutanoic acid (advantame); (3S)-3-(3,3-Dimethylbutylamino)-4-[[(2S)-1-methoxy-1-oxo-3-phenylpropan-2-yl]amino]-4-oxobutanoic acid (neotame), L-α-aspartyl-N-(2,2,4,4-tetramethyl-3-thietanyl)-D-alaninamide (alitame); sodium N-cyclohexylsulfamate (cyclamate), calcium cyclamate, magnesium cyclamate, potassium cyclamate, xylitol and combinations thereof.

5. The food product, the oral care product, the pharmaceutical product or the beverage according to any one of claims 1-3, wherein the high intensity sweetener is derived from *Stevia rebaudiana,* wherein the high intensity sweetener is selected from the group consisting of whole leaf and crude stevia extracts, modified stevia extracts, mono-, di- and polyglycosylated steviol compounds, green stevia powder, Rebaudioside A (Reb A), Rebaudioside B, Rebaudioside C, Rebaudioside D, Rebaudioside D2, Rebaudioside E, and Rebaudioside F, Rebaudioside G, Rebaudioside H, Rebaudioside I, Rebaudioside J, Rebaudioside K, Rebaudioside L, Rebaudioside M, Rebaudioside N, Rebaudioside O, Rebaudioside Q, Rebaudioside R, Rebaudioside S, Rebaudioside V, Rebaudioside W,

Rebaudioside X, Rebaudioside KA, Dulcoside A, Rubusoside, stevioside, and other modified stevioglycosides, and combinations thereof.

6. The food product, the oral care product, the pharmaceutical product or the beverage according to any one of claims 1-3, wherein the high intensity sweetener is derived from *Siraitia grosvenorii,* wherein the high intensity sweetener is selected from the group consisting of modified or unmodified extracts, mogrosides, and combinations thereof.

7. The food product, the oral care product, the pharmaceutical product or the beverage according to any one of claims 1-3, wherein the high-intensity sweetener is selected from the group consisting of methyl L-α-aspartyl-L-phenylalaninate, *Siraitia grosvernorii* extract, Rebaudioside A; and combinations thereof.

8. A method to modulate taste properties of a consumer product, wherein (4Z,7Z)-decadienal is added to the consumer product in an amount effective to modulate the taste profile of the high intensity sweetener.

9. A method for modulating undesirable taste characteristics in a consumer product, comprising adding (4Z,7Z)-decadienal to the consumer product containing a high intensity sweetener and/or other ingredient with an undesirable taste profile in an amount sufficient to provide a more desirable taste or flavor profile to the consumer product.

10. The method of claim 8, wherein (4Z,7Z)-decadienal is added to the consumer product in an amount of from 0.0001 parts per trillion to 1.0% by weight.

11. The method of claim 8, wherein (4Z,7Z)-decadienal is added to the consumer product in an amount of less than 0.1 parts per million by weight.

12. The method of claim 8, wherein (4Z,7Z)-decadienal is added to the consumer product in an amount of from 0.5 ppt to 1 ppm.