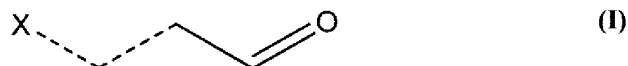


WHAT IS CLAIMED IS:

1. A flavor modulating compound represented by Formula I.



wherein the dashed lines can both be single bond or wherein one of the dashed lines is a double bond and the other a single bond, and

wherein X represents a C₁-C₉ aliphatic or branched alkyl group or a C₁-C₉ aliphatic or branched alkenyl group which incorporates one or more double bonds.

2. The flavor modulating compound of claim 1, wherein the dashed lines can both be a single bond, or one of the dashed lines is a double bond and the other a single bond, and wherein X represents a C₆-C₇ alkenyl group which incorporates one or more non-conjugated double bonds.

3. The modulating compound of claim 1, wherein the compound is produced by a fermentation and enzyme reaction process.

4. A flavor composition comprising one or more flavor modulating compounds according to claim 1.

5. The flavoring composition of claim 4, wherein the flavor modulating compound is selected from the group consisting of 4-decenal; 7-decenal; 4,7-decadienal; 2,4,7-decatrinal; 2,6-nonadienal, 3,6-nonadienal; 6-nonenal, and mixtures thereof.

6. The flavoring composition of claim 4 or 5, wherein the flavor modulating compound is a mixture of two or more isomers of 4,7-decadienal selected from the group consisting of the (4Z, 7Z)-isomer, the (4E, 7Z)-isomer, the (4Z, 7E)-isomer, the (4E, 7E)-isomer, and mixtures thereof.

7. A consumer product comprising: (a) one or more flavor compositions according to any one of claims 4-6; and (b) a consumer product base.

8. The consumer product of claim 7, further comprising at least one high intensity sweetener and/or non-HIS sweetener.
9. A consumer product comprising: (a) one or more compounds according to claims 1 or 2; (b) at least one high intensity sweetener and/or non-HIS sweetener, and (c) a consumer product base.
10. The consumer product of one of claims 7-9, 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); (3S)-3-[3-(3-Hydroxy-4-methoxyphenyl)propylamino]-4-[[[(2S)-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) and its salts (*e.g.*, calcium cyclamate, sodium cyclamate, magnesium cyclamate, potassium cyclamate), and some sugar alcohols (*e.g.*, xylitol) and combinations thereof.
11. The consumer product according to any one of claims 7-9, 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.

12. The consumer product according to any one of claims 7-9, 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.
13. The consumer product according to any one of claims 7-9, wherein the high-intensity sweetener is selected from the group consisting of methyl L- α -aspartyl-L-phenylalaninate, *Siraitia grosvenorii* extract, Rebaudioside A; and combinations thereof.
14. A method to modulate taste properties of a consumer product, wherein one or more compounds according to claim 1 or 2 is added to the consumer product in an amount effective to modulate the taste profile of the high intensity sweetener.
15. A method for modulating undesirable taste characteristics in a consumer product, comprising adding at least one compound according to claim 1 or 2 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.