Claims

1. A method of masking off-notes in a consumable containing non-animal derived proteins, comprising the step of adding to the consumable 0.001ng to 1 ng ethyl cyclohexanoate per 1 gram of non-animalic derived protein.

2. A consumable comprising non-animal derived protein and 0.001 ng to 1 ng ethyl cyclohexanoate per 1 gram of non-animal derived protein.

3. A masking composition for the masking of non-animal derived protein off-notes comprising ethyl cyclohexanoate, with the proviso that the composition is not virgin olive oil.

4. A masking composition according to claim 3 comprising up to 1500 ppb of ethyl cyclohexanoate and at least one flavor agent.

5. A masking composition according to claim 3 or claim 4 comprising at least 0.025 ppb of ethyl cyclohaxamoate.