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 1ng ethyl cyclohexanoate per 1 gram of non-animal derived protein.

2. Use of a masking composition for the masking of non-animal derived protein off-notes wherein the composition comprising up to 1500 ppb of ethyl cyclohexanoate, and at least one flavor agent.

3. Use of a masking composition according to claim 2 comprising at least 0.025 ppb of ethyl cyclohaxamoate.