CLAIMS:

1. A method for improving or masking taste or mouthfeel of a consumable containing a sugar substitute, the method comprising including from about 0.01 wt% to about 10 wt % or about 0.01% v/v to about 10% v/v of a single extract derived from sugar cane by solvent extraction, in the consumable, the extract comprising from about 10 catechin equivalent (CE) g/L to about 50 CE g/L of polyphenols or from about 100 CE mg/g to about 500 CE mg/g of polyphenols.

2. A method for improving or masking taste or mouthfeel of a low sugar or reduced sugar consumable, the method comprising including from about 0.01 wt% to about 10 wt % or about 0.01% v/v to about 10% v/v of a single extract derived from sugar cane by solvent extraction in the consumable, the extract comprising from about 10 catechin equivalent (CE) g/L to about 50 CE g/L of polyphenols or from about 100 CE mg/g to about 500 CE mg/g of polyphenols.

3. The method of claim 2, wherein the low sugar consumable contains less than about 5% of sugar.

4. The method of claim 2, wherein the reduced sugar consumable contains about 10% to about 30% less sugar than a standard version of the consumable.

5. The method of any one of the preceding claims, wherein the consumable comprises from about 0.01 wt% to about 1.0 wt% or about 0.01% v/v to about 1.0% v/v of the extract.

6. The method of any one of claims 1 and 5, wherein the sugar substitute is in the range of from about 0.0001 wt% to about 0.1 wt% of the consumable.

7. The method of any one of claims 1 and 5, wherein the sugar substitute is in the range of from about 0.001 wt% to about 0.01 wt% of the consumable.

8. The method of any one of the preceding claims, wherein the taste is selected from the group consisting of sweet, bitter, metallic, astringent, acidity, sour, fruity, salty, liquorice, umami and combinations thereof.

9. The method of claim 8, wherein the taste is an aftertaste.

10. The method of any one of the preceding claims, wherein the mouthfeel is selected from the group consisting of smooth, dry, chalky, grainy, greasy, gummy, watery, oily, tingly, waxy, bound, rough, round, slimy, body and combinations thereof.

11. The method of any one of claims 1 and 5 to 10, wherein the sugar substitute is selected from the group consisting of stevia, steviol glycosides, aspartame, acesulfame potassium, sucralose, cyclamate, saccharin, mogroside, rubusoside, siamenoside, monatin, curculin, glycyrrhizic acid, thaumatin, monellin, mabinlin, brazzein, hernandulcin, phyllodulcin, glycyphyllin, phloridzin, trilobatin, baiyunoside, osladin, polypodoside, pterocaryoside, mukuroziosi de, phlomisoside, periandrin, abrusoside, clocarioside, Monk fruit extracts, neotame, advantame, sugar alcohols, salts and combinations thereof.

12. The method of any one of claims 1 and 5 to 10, wherein the sugar substitute is selected from the group consisting of stevioside, rebaudioside A, rebaudioside B, rebaudioside C, rebaudioside D, rebaudioside E, rebaudioside F, dulcoside A, dulcoside B, rubusoside, mogroside IV, mogroside V, siamenoside, monatin, monatin SS, monatin RR, monatin RS, monatin SR, curculin, glycyrrhizic acid and its salts, thaumatin, monellin, mabinlin, brazzein, hernandulcin, phyllodulcin, glycyphyllin, phloridzin, trilobatin, baiyunoside, osladin, polypodoside A, pterocaryoside A, pterocaryoside B, mukuroziosi de, phlomisoside I, periandrin I, abrusoside A, cyclocarioside I, aspartame, acesulfame potassium, sucralose, cyclamate, saccharin, Monk fruit extract, neotame, advantame, erythritol, arabitol, isomalt, lactitol, maltitol, mannitol, sorbitol, xylitol, isomaltulose and combinations thereof.

13. The method of any one of claims 1 and 5 to 10, wherein the sugar substitute is selected from the group consisting of stevia, steviol glycosides, stevioside, rebaudioside A, rebaudioside B, dulcoside A, dulcoside B, erythritol, aspartame, acesulfame potassium, sucralose, cyclamate, saccharin, mogroside, Monk fruit extract, neotame, advantame, isomaltulose and combinations thereof.

14. The method of any one of claims 1 and 5 to 10, wherein the sugar substitute is stevia, steviol glycosides, stevioside, rebaudioside A or combinations thereof.

15. The method of any one of the preceding claims, wherein the consumable is selected from the group consisting of a food, beverage and pharmaceutical preparation.

16. The method of any one of the preceding claims, wherein the consumable is a beverage.

17. The method of claim 16, wherein the beverage is a carbonated beverage.

18. The method of claim 17, wherein the carbonated beverage is selected from the group consisting of a cola, fruit-flavoured beverage, a root beer, alcoholic beverage and flavoured water.

19. The method of claim 17, wherein the carbonated beverage is a cola.

20. The method of claim 16, wherein the beverage is selected from the group consisting of a fruit juice, fruit-containing beverage, vegetable juice, vegetable-containing beverage, tea, coffee, dairy beverage, cocoa beverage, soy milk, flavoured animal milk, almond milk, coconut milk, liquid breakfast, sports drink, energy drink, alcoholic beverage, fermented products and flavoured water.

21. The method of claim 20, wherein the beverage is fruit-flavoured beverage, sports drink, energy drink, flavoured water or tea.

22. The method of any one of the preceding claims, wherein the extract is derived from a sugar cane derived product selected from the group consisting of molasses, massecuite, bagasse, first expressed juice, mill mud, clarified sugar cane juice, clarified syrup, treacle, golden syrup, field trash, cane strippings, dunder and combinations thereof.

23. The method of claim 22, wherein the sugar cane derived product is molasses.

24. The method of any one of the preceding claims, wherein the extract comprises from about 15 CE g/L to about 40 CE g/L of polyphenols or about 150 CE mg/g to about 400 CE mg/g of polyphenols.

25. The method of any one of the preceding claims, wherein the polyphenols comprise one or more of syringic acid, chlorogenic acid, caffeic acid, vanillin, sinapic acid, p-coumaric acid, ferulic acid, gallic acid, vanillic acid, diosmin, diosmetin, apigenin, vitexin, orientin, homoorientin, swertisin, tricin, (+)catechin, (-)catechin gallate, (-)epicatechin, quercetin, kaempherol, myricetin, rutin, schaftoside, isoschaftoside and luteolin.