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, with the proviso that the masking composition is not virgin olive oil.

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