CLAIMS

1. A consumable comprising,
   (a) at least one sweetener, and
   (b) from 0.01 ppm to 100 ppm of a sweetness modifier comprising an extract or fraction from *Gnaphalium affine,*
   wherein the at least one sweetener is present is a sweetening amount; and wherein the extract or fraction includes at least one flavonoid compound selected from the group consisting of spiraeoside, luteolin 4'-glucoside, isoquercetin, and combinations thereof.

2. The consumable of claim 1, wherein the at least one sweetener is selected from the group consisting of sucrose, fructose, glucose, xylose, arabinose, rhamnose, tagatose, allulose, trehalose, isomaltulose, steviol glycosides, mogrosides, stevia, trilobatin, rubusoside, aspartame, advantame, agave syrup, acesulfame potassium (AceK), high fructose corn syrup, neotame, saccharin, sucralose, high fructose corn syrup, starch syrup, Luo Han Guo extract, neohespiridin dihydrochalcone, naringin dihydrochalcone, HDG, sugar alcohols cellobiose, psicose, cyclamate, brazzein, tamatin, molasses, rice syrup and combinations thereof.

3. The consumable of claim 2, wherein the steviol glycosides are selected from the group consisting of rebaudioside M, rebaudioside D, rebaudioside A, rebaudioside N, rebaudioside O, rebaudioside E, steviolmonoside, steviolbioside, rubusoside, dulcoside B, dulcoside A, rebaudioside B, rebaudioside G, stevioside, rebaudioside C, rebaudioside F, rebaudioside I, rebaudioside H, rebaudioside L, rebaudioside K, rebaudioside J, rebaudioside M2, rebaudioside D2, rebaudioside S, rebaudioside T, rebaudioside U, rebaudioside V, rebaudioside W, rebaudioside Zl, rebaudioside Z2, rebaudioside IX, enzymatically glucosylated steviol glycosides and combinations thereof.

4. The consumable of claim 2, wherein the mogrosides are selected from the group consisting of grosmogroside I, mogroside IA, mogroside IE, 1 l-oxomogroside IA, mogroside II, mogroside II A, mogroside II B, mogroside II E, 7-oxomogroside II E, mogroside III, Mogroside Hie, 1 l-oxomogroside HIE, 11-deoxymogroside III, mogroside IV, Mogroside IVA 1 l-oxomogroside IV, 1 l-oxomogroside IV A, mogroside V, isomogroside V, 1 l-deoxymogroside V, 7-oxomogroside V, 11- oxomogroside V, isomogroside V, mogroside VI, mogrol, 1 l-oxomogrol, siamenoside I, and combinations thereof.

5. The consumable of claim 1, wherein the consumable is a beverage.

6. A flavor composition comprising an extract or fraction from *Gnaphalium affine* wherein the extract or fraction includes at least one flavonoid compound selected from the group consisting of spiraeoside, luteolin 4'-glucoside, isoquercetin, and combinations thereof.

7. The flavor composition of claim 6 in the form of an emulsion.

8. The flavor composition of claim 6 in the form of a powder.