


**CONGRESS
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The Importance of Taste in Plant Based Alternative

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Abstract

Plant Based Alternatives should be and can be delicious and fulfilling in their own right. Setting new standards in plant-based food solutions, there is a holistic approach across four pillars, which are Taste, Functionality, Sustainable Plant bases and Nutrition. In this presentation, I will focus on Taste.

Biography: Dr Ki Won Um

Ki Won has more than 25 years of experience in Taste development across various product categories. He has driven many projects to success in the area of savoury flavours and numerous other flavour applications. He received his PhD in Flavor Chemistry from the University of Missouri, USA. Prior to joining Kerry, he was Creation Lead and Principal Flavourist at Givaudan, Firmenich and IFF.