



Clarifying  
the Benefits to  
Living Beings

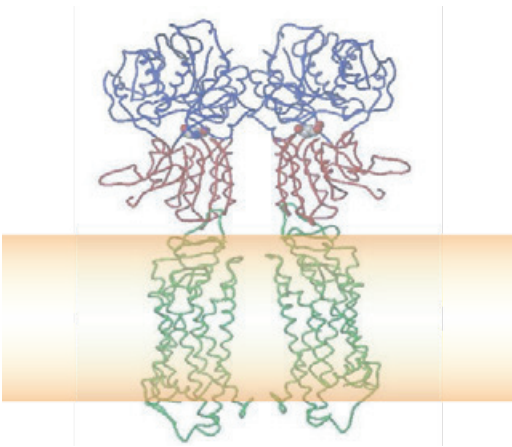
# Evaluation of taste receptor activity

## Benefits

By development of an assay system  
using cultured cells that express taste receptors,  
we can identify active substances or modifiers.



- Find novel taste substances and modifiers
- Reduce sugar and fat usage without altering palatability
- Reduce salt usage without altering palatability
- Customize and design palatability



## Our Technology



Identification of receptor that is activated  
by the target substance



Development of an assay system  
using cultured cells that express identified receptor



Screening of active substances  
using developed receptor assay system



Optimization and identification of  
novel potent substances

