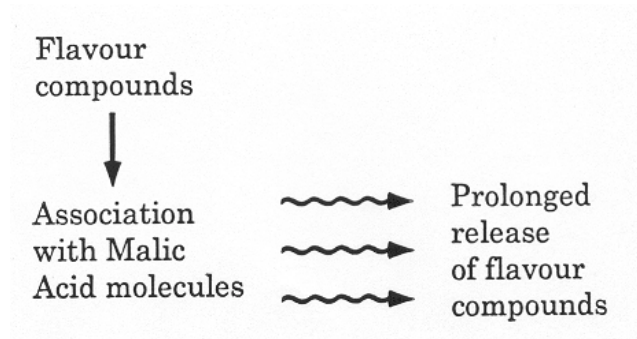


Malic Acid in Cereals

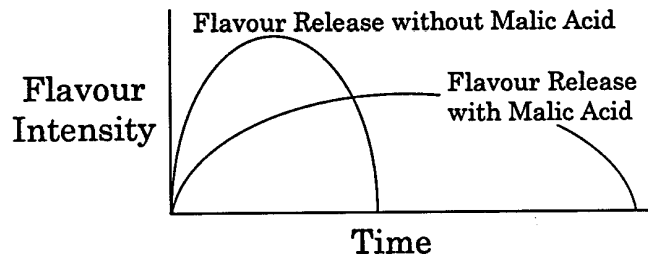
Enhances Fruit Flavours

Malic Acid enhances fruit flavours by prolonging their release. Receptor cells are stimulated by these fruit flavours over a longer period of time and this prolonged stimulation is translated by the brain as **stronger fruit flavour**.



Results in a Smoother, more Natural Tasting Flavour Profile

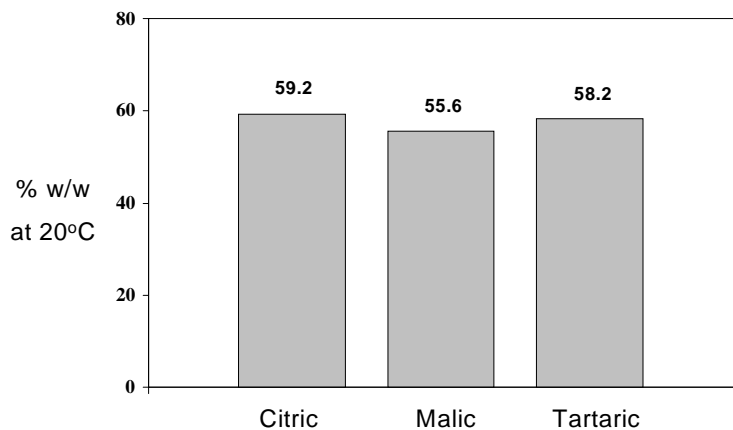
By prolonging the release of various flavour compounds, **Malic Acid acts as a flavour blender** and creates a smoother, more natural tasting flavour profile.



Dissolves Rapidly

Malic Acid is highly soluble in water, as shown in the graph, and **dissolves rapidly when the cereal is mixed with cold milk**.

Solubility of Citric, Malic, & Tartaric Acids



RECOMMENDATIONS FOR USE: Use 0.1 - 0.5%; mix with other dry ingredients.

