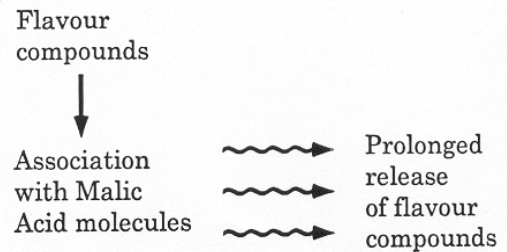


Malic Acid in Low-calorie/Low-fat Fruit Bars & Desserts

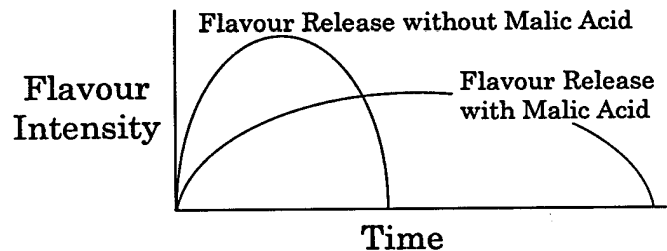
Enhances Fruit Flavours

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**.



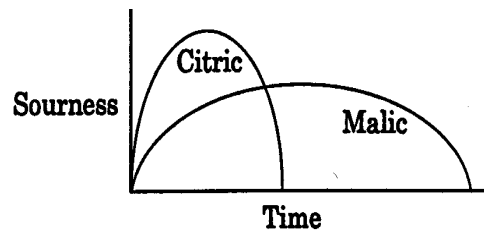
Results in a Smoother, more Natural Tasting Flavour Profile

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



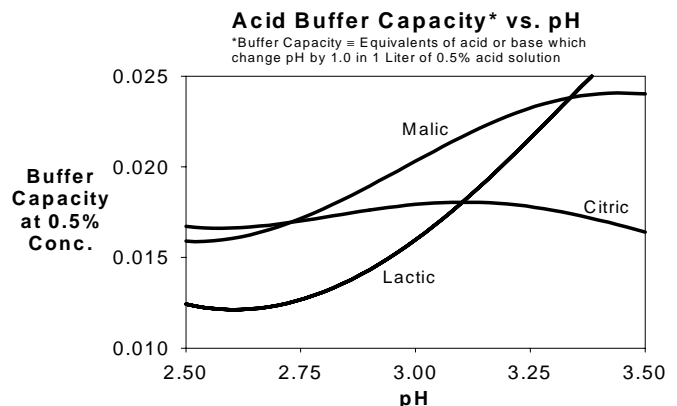
Improves Sweet/Sour Balance in Sugar-free Products

As shown in the diagram, Malic Acid has a more prolonged sensation of sourness than Citric Acid. **This prolonged sourness matches the prolonged sweetness of aspartame and sucralose**, resulting in an improved sweet/sour balance.



Provides more Buffering Capacity than other Acidulants

As shown in the graph, Malic Acid provides more buffering capacity than other acidulants used in fruit fillings when the pH is close to 3.2, the pH of most pectin-based gels. Using Malic Acid helps to stabilise the pH of fruit fillings, which in turn **stabilises texture and flavour**.



RECOMMENDATIONS FOR USE: Use 0.2 – 0.5% in the fruit filling; Incorporate at the end of the process to minimise sucrose inversion and acid hydrolysis of gelling agents.