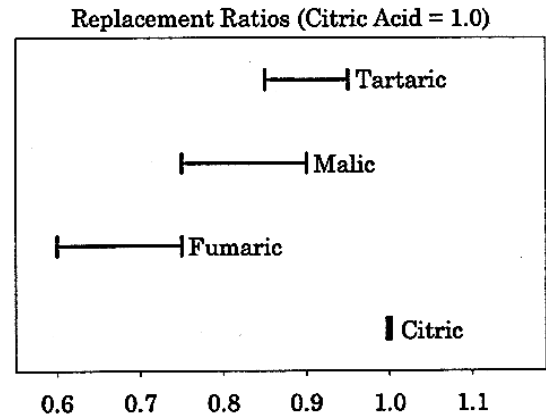


Fumaric Acid in Beverage Powder Mixes

Reduces Ingredient Cost & Unit Weight

Fumaric Acid provides more sourness per unit weight than other acidulants used in dry mixes, as shown by the replacement ratios at right. The use of Fumaric Acid **substantially reduces the acidulant cost in beverage powder mixes. Unit weight is also reduced**, since less acid is needed.

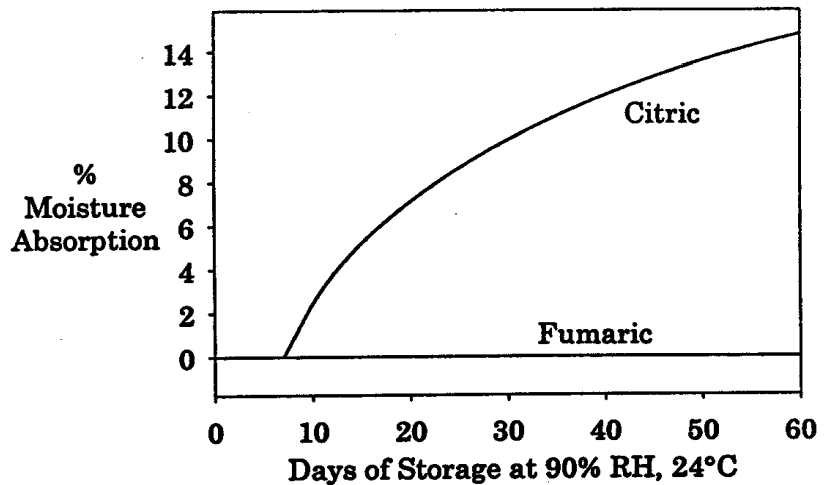


Extends Shelf Life

Fumaric Acid **extends the shelf life of dry mixes** because it does not absorb moisture during storage and distribution.

Reduces Package Cost

A more economical package can be used for beverage powder mixes when using Fumaric Acid, since moisture barrier packaging is not required to prevent acidulant moisture absorption.



RECOMMENDATIONS FOR USE: Use 0.4 - 3.0% (0.02 - 0.15% as consumed); mix with other dry ingredients. Powder grade Fumaric Acid and/or the use of dispersing agents such as Dioctyl sodium sulfosuccinate (DSS) increase the dissolution rate in cold water.