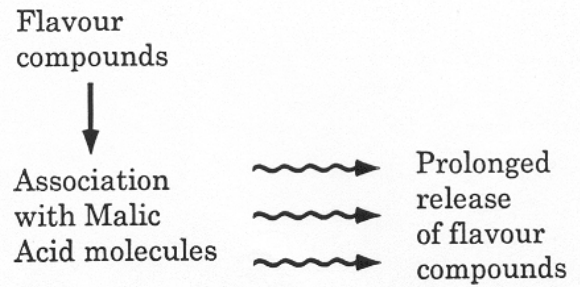


Malic Acid in Beverage Powder Mixes

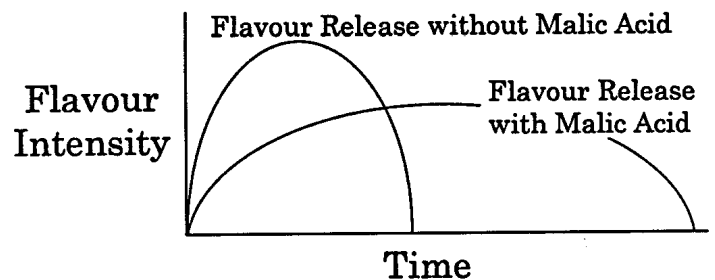
Enhances Fruit Flavours

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

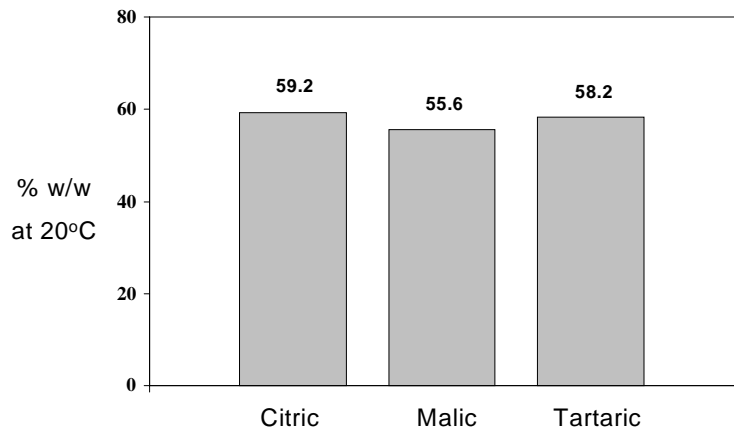
By prolonging the release of various flavour compounds, **Malic Acid acts as a flavour blender** and creates a smoother, more natural tasting flavour profile.



Dissolves Rapidly

Malic Acid is highly soluble in water, as shown in the graph, and **dissolves rapidly in cold water** as part of a beverage powder mix.

Solubility of Citric, Malic, & Tartaric Acids



RECOMMENDATIONS FOR USE: Use 0.5 - 5.0% (0.05 - 0.5% as consumed); mix with other dry ingredients.

BARTEK

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