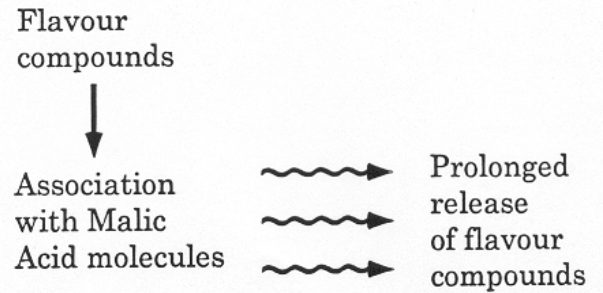


Malic Acid in Fruit Juice Drinks

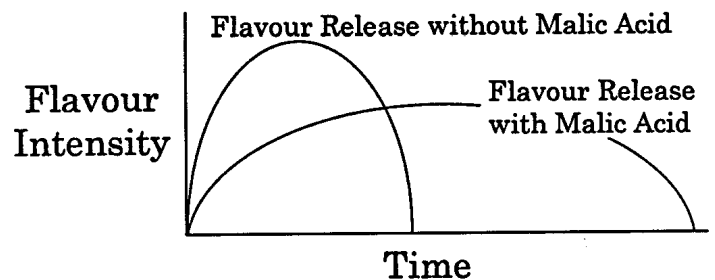
Enhances Fruit Flavours

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

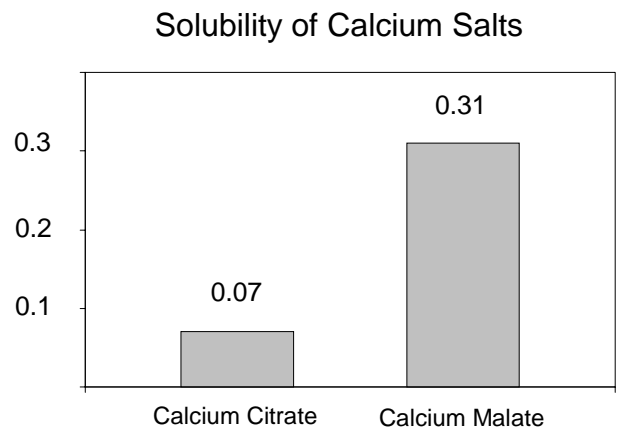
By prolonging the release of various flavour compounds, **Malic Acid acts as a flavour blender** and creates a smoother, more natural tasting flavour profile.



Prevents Turbidity in Calcium-Fortified Beverages

The calcium salt of Malic Acid is much more soluble than calcium citrate, as shown in the graph. Using Malic Acid in place of Citric Acid in calcium-fortified beverages **prevents turbidity** due to precipitated calcium citrate.

Grams per 100 ml water at 25°C



RECOMMENDATIONS FOR USE: Use 0.15 – 1.00%; dissolve in the beverage after benzoates, if used, have been completely dissolved.

BARTEK

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