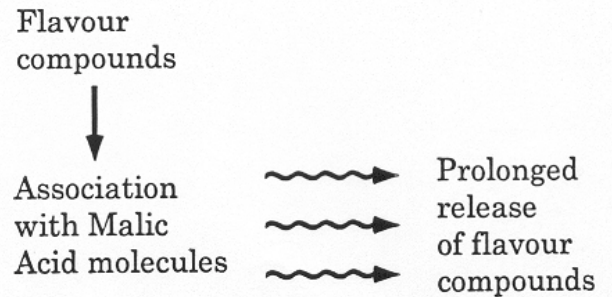


Malic Acid in Vegetable Juice Blends

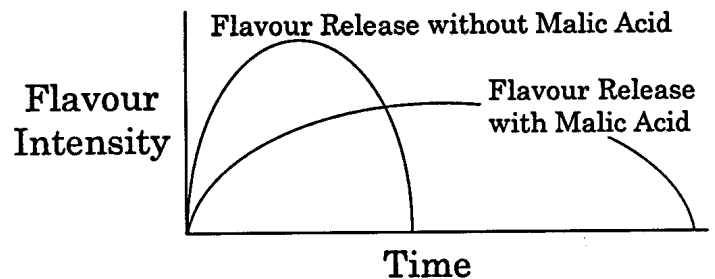
Enhances Fruit and Vegetable Flavours

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

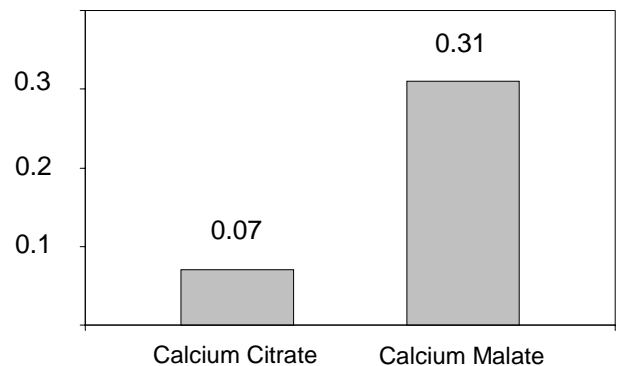


Prevents Turbidity in Calcium-Fortified Beverages

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

Solubility of Calcium Salts



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