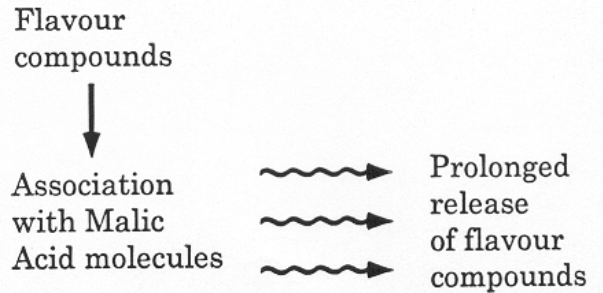


Malic Acid in Sports Beverages

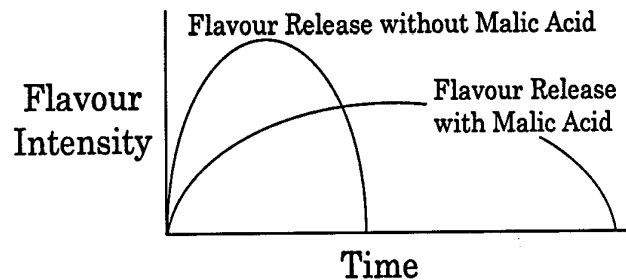
Enhances Fruit Flavours

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**.



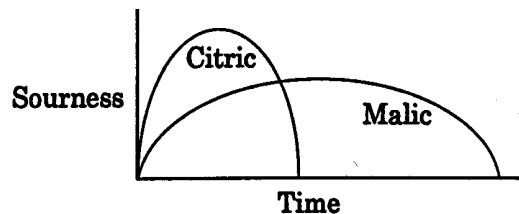
Results in a Smoother, more Natural Tasting Flavour Profile

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



Can Mask the Flavour of Added Salts

As shown in the diagram, Malic Acid has a **more prolonged sensation of sourness** than Citric Acid. This prolonged sourness in combination with Malic Acid's flavour blending property helps to mask the flavour of added salts in sports beverages.



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