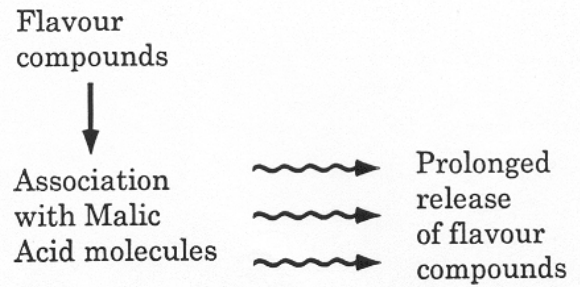


Malic Acid in Dilutables/Concentrates

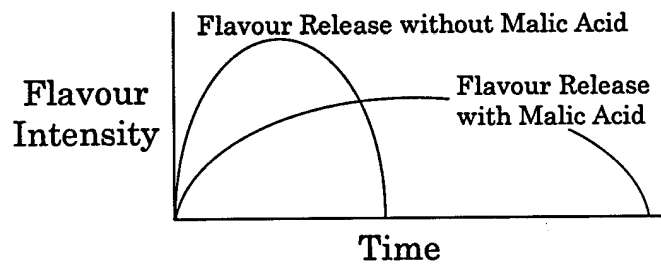
Enhances Fruit Flavours

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**.



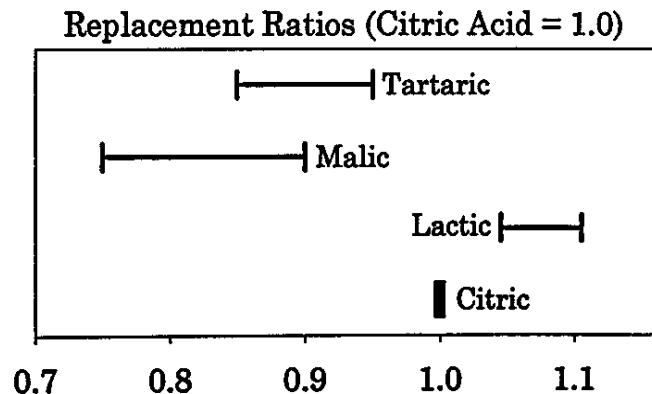
Results in a Smoother, more Natural Tasting Flavour Profile

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



Provides more Sourness than other Acidulants

Malic Acid provides more sourness per unit weight than other acidulants used in noncola beverage concentrates, as shown by the replacement ratios at right. The result is that **higher strength concentrates can be prepared**.



RECOMMENDATIONS FOR USE: Use 0.15 – 1.00% as consumed—the level of Malic Acid in the concentrate varies with the concentrate strength; dissolve in the concentrate after benzoates, if used, have been completely dissolved.