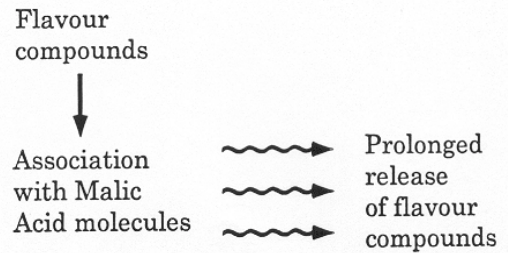


# Malic Acid in Sugar-Free/Low Calorie Beverages

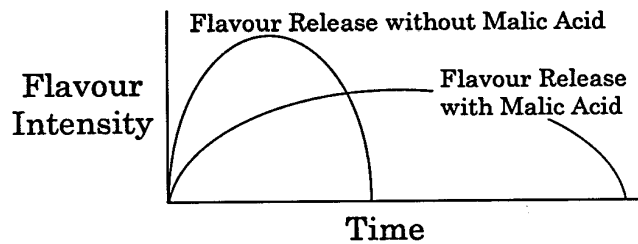
## Enhances Fruit Flavours

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**.



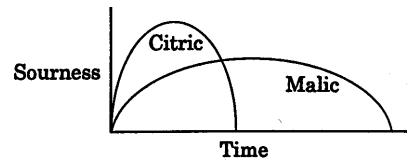
## Results in a Smoother, more Natural Tasting Flavour Profile

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



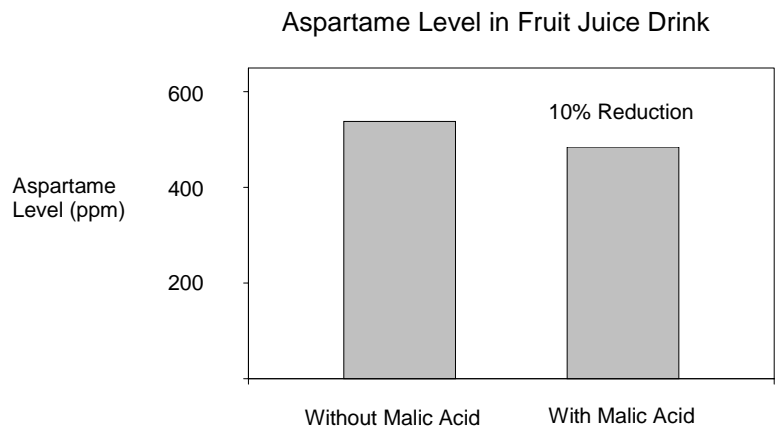
## Improves Sweet/Sour Balance

As shown in the diagram, Malic Acid has a more prolonged sensation of sourness than Citric Acid. This **prolonged sourness matches the prolonged sweetness of aspartame and sucralose**, resulting in an improved sweet/sour balance.



## Boosts Aspartame Sweetness

As shown in the graph, the use of Malic Acid enables the level of aspartame to be reduced by 10%, due to flavour synergy between the two. This results in **significant cost savings**.



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

