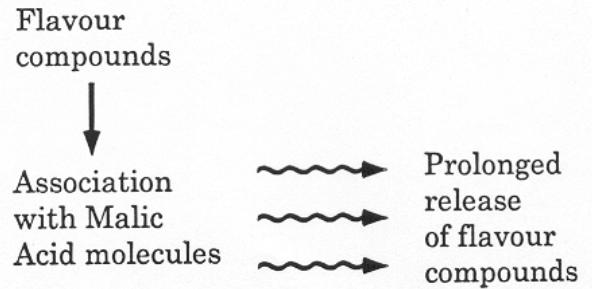


Malic Acid in Novelty Candies

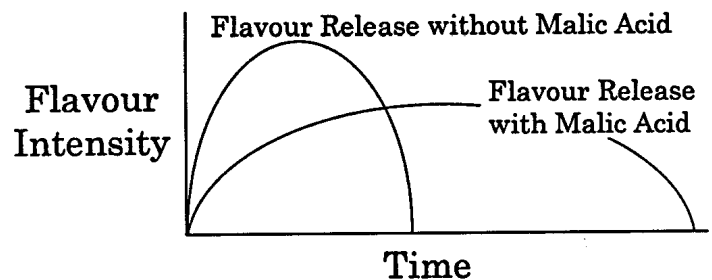
Enhances Fruit Flavours

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**.



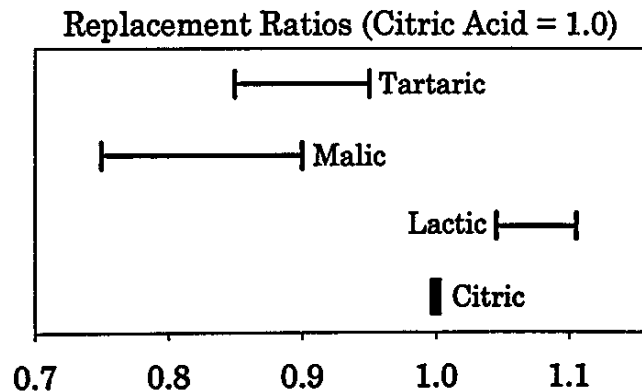
Results in a Smoother, more Natural Tasting Flavour Profile

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



Boosts Sourness

Malic Acid is the strongest acidulant in terms of sourness of the acidulants used in most confections, as shown by the replacement ratios at right. The result: **Malic Acid provides more sourness per unit weight** than other acidulants.



RECOMMENDATIONS FOR USE: Use 0.5 – 1.5%; Minimise exposure of the acidified confection to high temperatures. This is usually done by adding the acidulant at the end of the process.