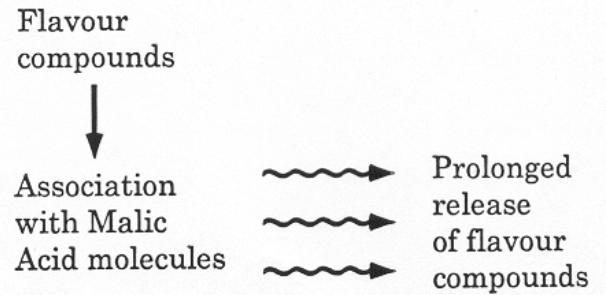


Malic Acid in Soft Chewy Candies

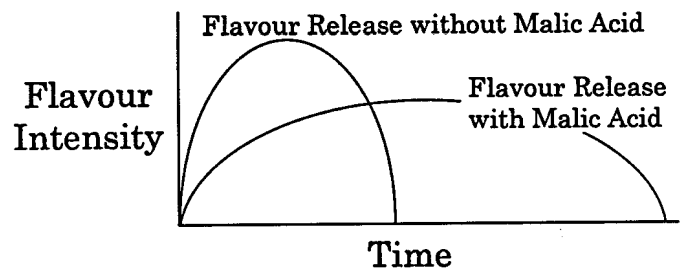
Enhances Fruit Flavours

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**.



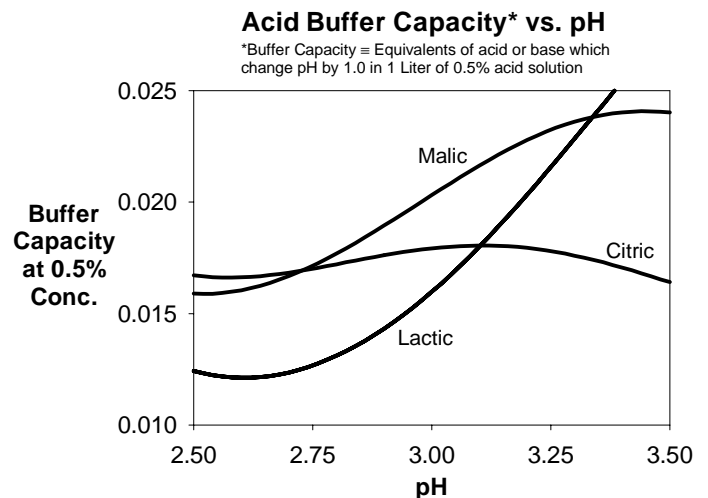
Results in a Smoother, more Natural Tasting Flavour Profile

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



Provides more Buffering Capacity than other Acidulants

As shown in the graph, Malic Acid provides more buffering capacity than other acidulants used in gelled confections when the pH is close to 3.2, the pH of most pectin-based gels. Using Malic Acid helps to stabilise the pH of gelled confections, which in turn **stabilises texture and flavour**.



RECOMMENDATIONS FOR USE: Use 0.2 – 1.5%; Incorporate at the end of the process to minimise sucrose inversion and acid hydrolysis of gelling agents.