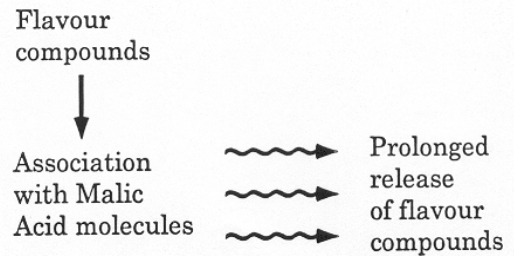


# Malic Acid in Sugar-free Chewing Gums

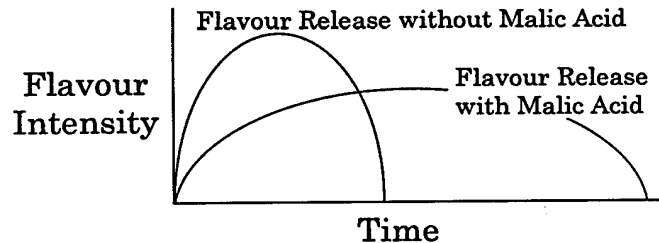
## Enhances Fruit Flavours

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**.



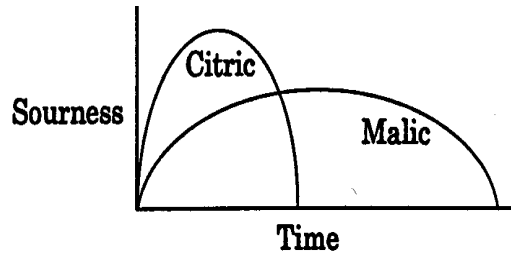
## Results in a Smoother, more Natural Tasting Flavour Profile

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



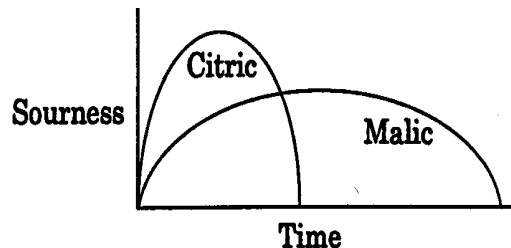
## Prolongs Sourness

As shown in the diagram, Malic Acid has a more prolonged sensation of sourness than Citric Acid. This prolonged sourness ensures that **salivation and the sensation of juiciness continue throughout the taste experience**.



## Improves Sweet/Sour Balance

The **prolonged sourness of Malic Acid matches the prolonged sweetness of aspartame and sucralose**, resulting in an improved sweet/sour balance.



**RECOMMENDATIONS FOR USE: Use 0.5 – 1.0%; Incorporate during the kneading of the gum base and/or use powdered Malic Acid to dust the finished gum.**