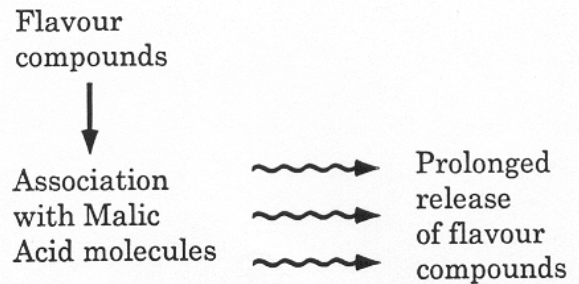


Malic Acid in Sugar-free/Low Fat Candies

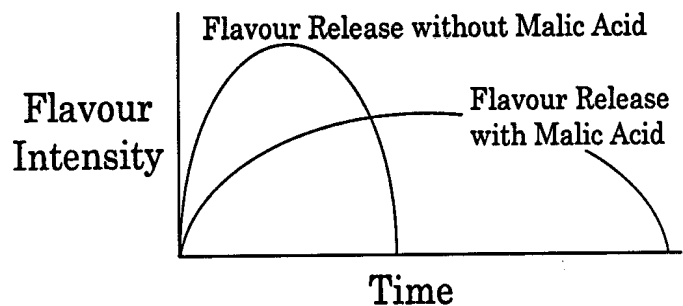
Enhances Fruit Flavours

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**.



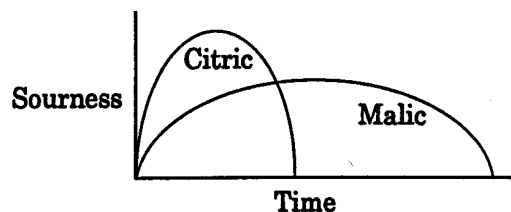
Results in a Smoother, more Natural Tasting Flavour Profile

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



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.



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.