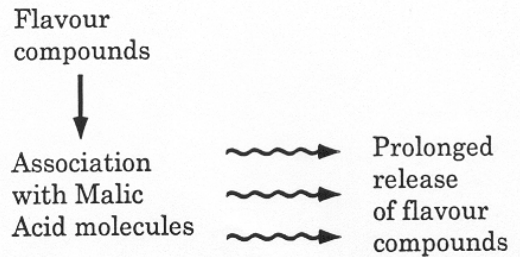


Malic Acid in Jams & Jellies

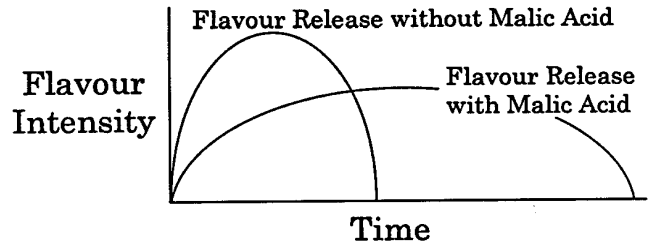
Enhances Fruit Flavours

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**.



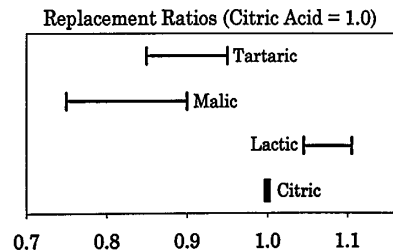
Results in a Smoother, more Natural Tasting Flavour Profile

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



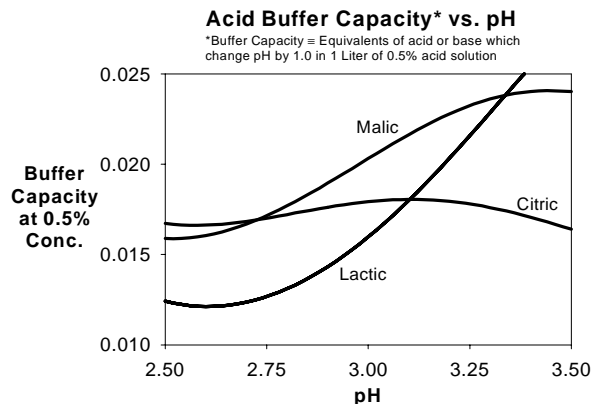
Provides more Sourness than other Acidulants

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



Provides more Buffering Capacity than other Acidulants

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



RECOMMENDATIONS FOR USE: Use 0.05 – 0.35% in the jam or jelly; Incorporate at the end of the process to minimise sucrose inversion and acid hydrolysis of gelling agents.