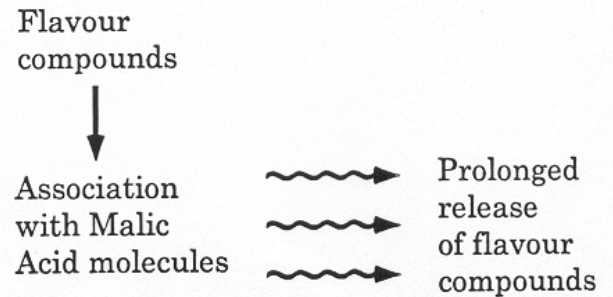


Malic Acid in Savoury Snack Foods

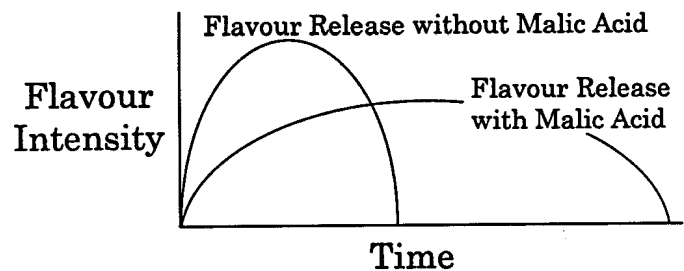
Enhances Flavour

Malic Acid enhances vegetable, spice, seasoning and other flavours by prolonging their release. Receptor cells are stimulated by these flavours over a longer period of time and this prolonged stimulation is translated by the brain as **stronger flavour**.



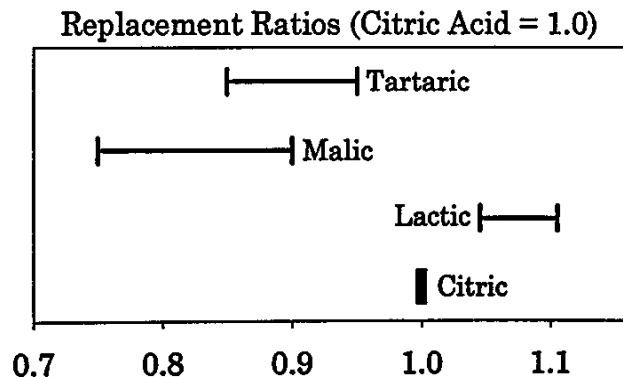
Results in a Smoother, more Natural Tasting Flavour Profile

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 provides more sourness per unit weight than other acidulants used in savoury applications, as shown by the replacement ratios at right. The result is that **the unit weight of dry mixes is reduced**. **Cost savings may also be realised**.



RECOMMENDATIONS FOR USE: Use 0.05 – 0.25%; Add with other dry ingredients.

BARTEK

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