

Thau Magic

— Thaumatin —

Katemfe Fruit Extract – Thaumatin

Natural flavor Booster

Flavoring
*Under FEMA GRAS



Katemfe Fruit Extracts -- ThauMagic™ Thaumatin Value Proposition

Stimulate flavor perception

ThauMagic™ Thaumatin lowers the flavor perception threshold to the palatable flavor, enhances the flavor intensity.

Enhance Creaminess & Full-bodied mouthfeel

ThauMagic™ Thaumatin makes taste buds more sensitive to fat taste and flavor. The creamy flavor and mouthfeel in dairy is enriched, rounded and prolonged.

Improve sweetness

Thaumatin is one of the sweetest substances known to man, up to 10,000* times sweeter than sucrose when enhanced by sucrose synergism.

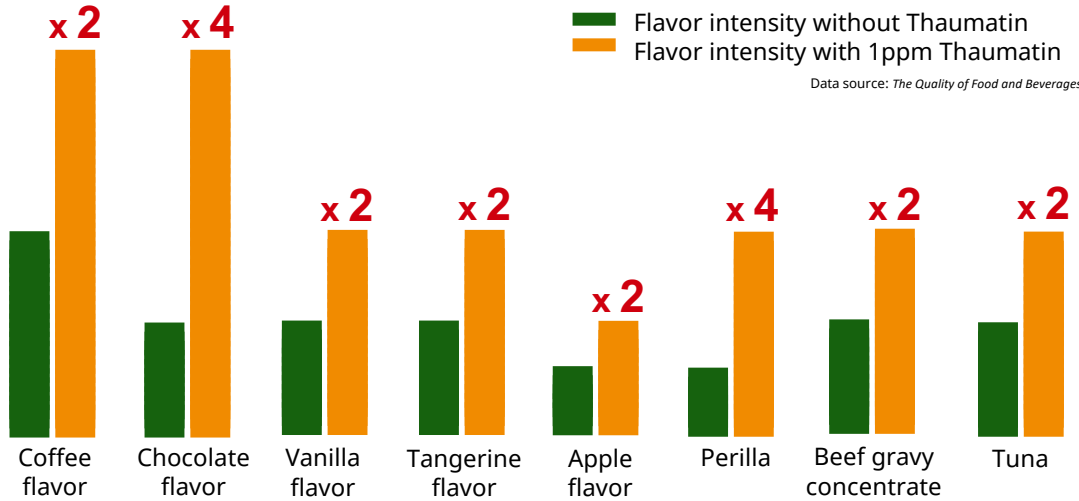
Normal room temperature, Number of in-house panel: 8, Blind test

Experiment Process: The taste of 8% sugar solvent with addition of 1ppm ThauMagic Thaumatin is identical to that of 10% sugar solvent

* EPC: internal experiment data



Flavor Enhancing Performance

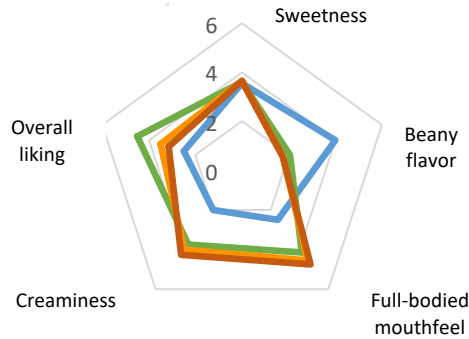


Plant-based Soybean Milk

Recommend dosage:
 Base + 1ppm ThauMagic™ Thaumatin



- Control group
- 1ppm ThauMagic™ Thaumatin 45%
- 2ppm ThauMagic™ Thaumatin 45%
- 3ppm ThauMagic™ Thaumatin 45%



- Alleviated beany flavor with pleasant flavor
- Increased milky taste and flavor
- More creamy-like smooth mouthfeel
- Ideal overall like without disturbing original flavor

*Number of EPC panel: 12
 Blind test

Application Guidance

Product Name	Performance	Application Scenarios	Recommend Beverage	Recommend dosage	Sweet Threshold
ThauMagic Thaumatin	1. Improving mouth coating and smoothness; 2. Enhancing milky flavor and creaminess, boosts flavor perception; 3. Masking off-taste; 4. Improving sweetness	Dairy, General beverages	Brown milk beverages, coffee beverages, etc.	1-2ppm	7ppm

Regulatory Status

Countries	Thaumatin Regulatory Status	Application
USA	Flavoring under FEMA GRAS	General food and beverage
China	Sweetener (Thaumatin 100%) / Flavoring (Thaumatin 45%)	General food and beverage that allows flavor / sweetener

Contact EPC for Samples

