



## Natural flavor to restore freshness and juiciness of fruity flavored beverage

### Challenge of fruit beverage – lack of freshness

In the process of food and beverage processing, heat treatment can easily cause the loss of freshness, and the mismatch between flavor and fruit flavor often which cause negative impact on the lack of juiciness in fruity drinks.



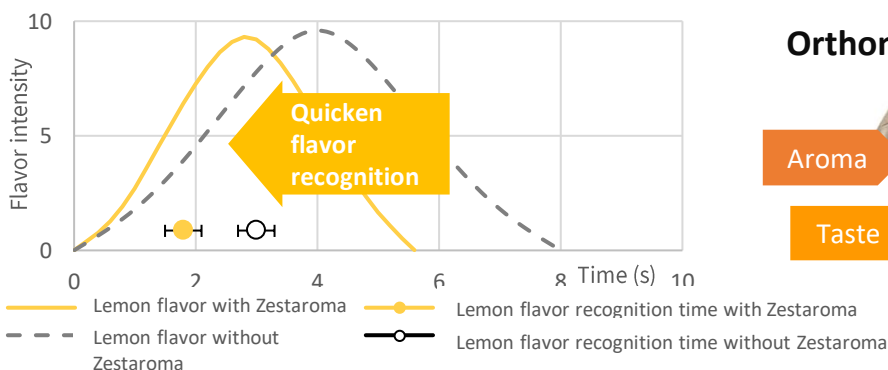
**Zestaroma™ 200LN 01 natural flavor, improve freshness, juiciness and fruity flavor authenticity.**

<b>Character</b>	Powder: white powder, light lemon flavor  Liquid : clear liquid, light lemon flavor	<b>Application category</b>	<ul style="list-style-type: none"> <li>• Fruit drinks</li> <li>• Fruity carbonated drink</li> <li>• Fruity yogurt/Milk drinks</li> <li>• Fruit wine</li> <li>• Fruity Gummy</li> </ul>
<b>Solubility</b>	Powder version water-soluble, easily soluble, solubility 40%	<b>Dosage</b>	Powder version: 20-40ppm Liquid version: 200-400ppm
<b>Sweetness</b>	Does not provide significant sweetness (1.5%Within the sweetness of sucrose)	<b>Applicable Flavor</b>	Lemon, orange, tangerine, cantaloupe, blueberry, mango, white peach
<b>Label</b>	Natural flavor	<b>Performance</b>	Increase salivating, stimulate fruit flavor, and enhance juiciness
<b>Package</b>	Powder version: 1kg/bag, foil bag Liquid version: 5kg/barrel, or 20kg/bucket, plastic bucket	<b>Value for customer</b>	<ul style="list-style-type: none"> <li>• Reduce the amount of juice, restore the pleasant taste of freshly squeezed juice, and reduce formula costs</li> <li>• Enhance consumers' memory recognition of product flavor and increase repurchase rate</li> <li>• Extend the shelf life of flavors and reduce channel loss costs</li> </ul>
<b>Shelf life</b>	powder version 3 Years liquid version 1 Year		

### Zestaroma™ 200LN 01 Fruit flavor freshness enhancing effect

Accelerate fruit flavor recognition, enhance consumers' attention to product characteristics and flavors and increase repurchase rate

Average flavor time/intensity (TI) curve and flavor recognition time (RT) curve of 5% sucrose lemon flavored water with or without Zestaroma 200LN 01 (200mg/L) [mean ± s.d., n=5]



Enhance retronasal aroma

