

Magna-Brands™

NEWS YOU CAN USE!



MagnaMouthFeel™ MMF-007 Demo

Sugar-free lemon-lime flavored carbonated soft drink demo

Recommended dosing/application:

Add MagnaMouthFeel™ MMF-007 @ 1,000 ppm to sugar-free lemon-lime flavored soft drink to recreate natural-tasting sweetness and a fuller mouthfeel

Our industry-leading taste solutions are customizable, cost efficient and highly effective

Sugar provides multi-functionality in beverages beyond sweetness, including bulk and mouthfeel. **MagnaMouthFeel™ MMF-007** helps to recreate a fuller mouthfeel and an improved natural sweet taste in sugar-free and low sugar carbonated soft drinks comparable to full sugar.

✓ **Fuller Mouthfeel** ✓ **Enhances Sweetness** ✓ **Clean Label** ✓ **Improves Flavor**

The war on sugar continues to make headlines across the world, but the CSD category remains in the firing line in many regions.

With rising health concerns and instances of lifestyle diseases, **sugar reduction strategies** are increasingly being advocated by government agencies.

Pressure from consumers and government initiatives around **excessive sugar consumption** have spurred CSD brands to reduce sugar content.

Source: Mintel GNPD

Sugar is an increasingly unwelcome ingredient in CSDs

Global: average sugars (g per 100g/ml) of CSDs, May 2020-April 2021



Average sugars in CSDs have dropped significantly in the 12 months to April 2021

Contact your representative, or visit us @ www.mafco.com for samples & view our latest webinars, news, and taste solutions!