



Magna-Brands™

NEWS YOU CAN USE!

MagnaMouthFeel™ MMF-006 Demo

Sugar-reduced Cran-Raspberry or Apple Juice

**Say good-bye to flat and watery mouthfeel and
hello to improved flavor and overall taste!**

Recommended dosing/application:

Add MagnaMouthFeel™ MMF-006 @ 700 ppm (0.07%) in sugar-reduced juice beverages such as cran-raspberry or apple to recreate a fuller and more syrupy 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-006 helps to recreate a fuller mouthfeel along with improving the overall flavor profile for a taste parity closer to full sugar in sugar-reduced juice beverages.

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

Trends and Innovation opportunities in juice & juice beverages

Mintel Global Food & Drink Analyst, Julia Buech, highlights three innovation opportunity areas for juice and juice drinks:

Extra benefits, less sugar

Added functional benefits are key to growth in the post-pandemic world. Beyond immune health, gut health and beauty are exciting areas of opportunity. **Sugar remains the category's nemesis**, with ultra-low-sugar drinks and tech-powered innovation paving the way for a healthier future.

Smart nutrition smoothies

Outweighing concerns over sugar by shifting the focus to satiety, smoothies are well-placed to go a step further, and explore the 'complete nutrition' opportunity. This will help close the gap with the booming meal replacement sector, merging fresh convenience with optimized nutrition.

Adult flavor horizons

The alcohol moderation trend opens exciting opportunities for soft drink innovation, raising the bar for quality mocktails and juice drinks for the sober party. Meanwhile, the category has potential to meet growing demand for ethnic flavors and authentic street drinks.

Source: Mintel GNPD



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