



Rooted in the Science of Excellent Taste

NEWS YOU CAN USE! from Magna-Brands™

November 21, 2022

Hard Beverage Insights

Magna-Brands™ Sweetness + Mouthfeel

Enhancers are perfect partners for low calorie adult beverages.

MagnaSweet® SwE-063

Functionalities:

- Enhances sweetness with a sucrose-like profile

+

MagnaMouthFeel™ MMF-004

Functionalities:

- Adds syrupy mouthfeel reminiscent of full sugar

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learn more!**

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SCAN ME

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Hard Lemon Tea Beverage Demo

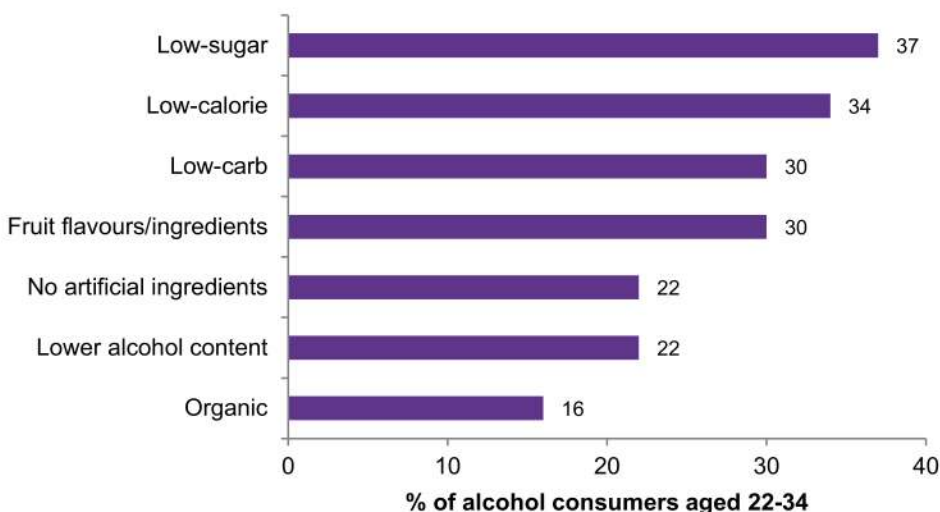
(formula available upon request)

12 oz. serving contains:

- about 100 calories
- about 2.5 g of sugar
- 4.5% ABV range

Consumer insights in Hard Seltzers & Tea

US Trends: important attributes when trying to make healthier alcohol choice, for drinkers aged 22-34



Base: US; 193 internet users aged 22-34 who have consumed alcohol in the past three months