

May 2023



Featured Magna-Brands™ for hard seltzer beverages

MagnaSweet® for enhancing and providing more rounded sweetness.

- *MagnaSweet SwE-063 at 475 ppm*

MagnaMouthFeel™ provides richer, syrupy mouthfeel in reduced or no sugar added products.

- *MagnaMouthFeel MMF-006 at 500 ppm*

A mango flavored hard seltzer with 4.5% ABV and 100 calories per 12 oz serving

carbonated water (8.0 g/l)	91.02
mango juice concentrate 65°Brix	0.26
100 proof vodka	8.00
sucrose	0.28
citric acid	0.06
ascorbic acid	0.03
natural mango flavor	0.25
MagnaSweet SwE-063	0.0475
MagnaMouthFeel MMF-006	0.05
	100.00



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News You Can Use

News: Mafco has the clean-label solutions for making low calorie hard seltzers taste great!

Low calorie hard seltzers suffer from lack of sweetness and mouthfeel.

- The hard seltzer market in the United States is expected to be \$17.24 billion in 2023.
- Global growth expected to be 16.9% CAGR from 2023 to 2027.

Source: <https://www.statista.com/outlook/cmo/alcoholic-drinks/hard-seltzer/worldwide#revenue>

