

Innovations in Bitter Blocking Technology

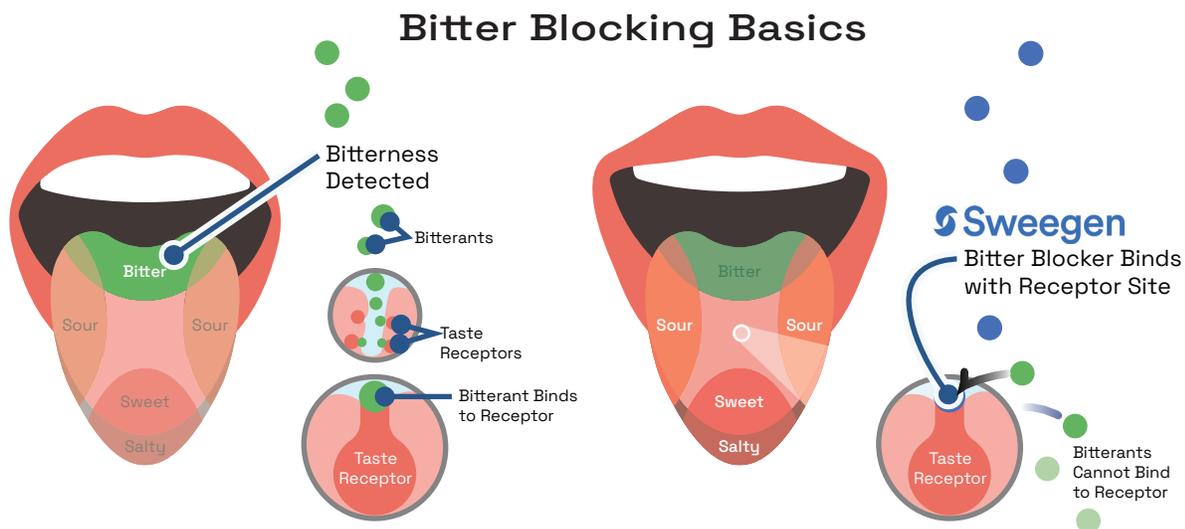
Bitter blockers play an important role in formulating and rebalancing better-for-you products. Sugar is actually a great bitter blocker, and when you use less or none at all, bitter blockers become an important tool for creating a great tasting, reduced sugar product. Bitter blockers are also important for masking functional ingredients with bitter flavor properties like caffeine.



THE BITTER TRUTH

Finding natural bitter blocking flavors is challenging. Some of the most potent bitter blockers are either synthetic or they only work on single bitterants.

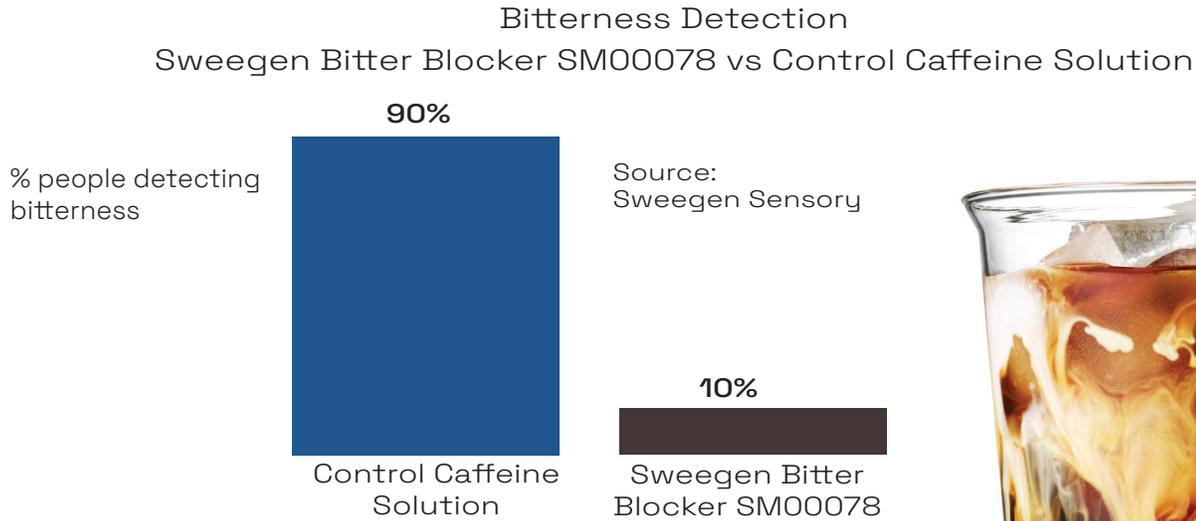
There are 25 known bitter receptors. Not all bitter blockers work for all the bitterants or bind to all bitter receptors which makes identification challenging.



Sweegen's bitter blockers are natural and work across multiple bitterants including caffeine.

TRUE PERFORMANCE

Sweegen's Bitter Blocking Technology will deliver average bitterness reduction of 60-100% depending on the bitterant. In this example, Sweegen's Bitter Blocker SM00078 exhibited significant bitter blocking at the 90% and 95% confidence level against caffeine.



EXPLORE THE OPTIONS

Sweegen's Bitter Blocking Technology will help you innovate better-for-you products in categories with these bitterants:

Chocolate (theobromine)

- Powdered beverages
- Malt-based drinks
- Dairy milks
- Chocolate confections
- Chocolate coatings
- Cocoa

Caffeine

- Carbonated soft drinks
- RTD tea
- Kombucha
- Energy drinks
- Functional waters/beverages

Coffee (chlorogenic acids)

- RTD coffee
- Roasted coffee beans

OTC/Pharma (Omeprazole, Guaifenesin, and Dextromethorphan)

- Medicated confectionery
- Cough syrups
- Antacids
- Heartburn medication
- Children's antibiotics
- Medical testing prep applications

Sweegen provides full service product development to support your needs.

Contact us to learn more at sales@sweegen.com or +1.949.709.0583



www.sweegen.com

© 2021 Sweegen Ver. 1.0