

# PURAC® Powder MA

Acid sanding of confectionery products



- ✓ Low hygroscopicity, low acid migration
- 🍷 Instant flavor release
- 🏢 Flavor stability

Confectionery consumers are continuously looking for new flavor experiences, providing opportunities for creative and innovative producers. Acid sanding (the coating of sugar confectionery with a blend of sugar and acid powders) offers possibilities for developing new products and differentiating confectionery brands. At the same time, it brings challenges in achieving optimal product stability and taste.

As the acid powders cover the outside of the product, the quality of these powders instantly impacts the consumer's perception of the overall quality of the candy, both visually and taste wise. Once the packaging is open, these acid powders become affected by exterior influences.

Confectionery products should retain their appeal and attractiveness, long after the packaging has been opened. The choice of acid powder is critical in the success of an acid sanded product.

## About PURAC Powder MA

PURAC® Powder MA is unique, patented and specifically developed for use in acid sanding of confectionery. It consists of malic acid, which is coated with sodium hydrogen malate. PURAC Powder MA provides high stability, low hygroscopicity and an instant, clean, taste profile. These product benefits enable confectionery producers to develop stable, high quality and great tasting, acid sanded confectionery; confectionery that meets the needs of the market.



# PURAC® Powder MA

## Acid sanding of confectionery products



### Sour taste experience

PURAC Powder MA offers equal intensity of the sour taste experience as encapsulated malic acid products (as shown in Figure 1). The biggest taste advantage that PURAC Powder MA has to offer is its nearly instant, sour-flavor release. At the time of consumption, the coating itself provides a sour taste, followed by the sour taste from the malic acid. This instant flavor release is complemented by the clean taste profile, caused by the fact that no fat has been used to coat the acid itself.

### Stability

Another product benefit of PURAC Powder MA is its flavor stability, demonstrated in Figure 2. Even after six months, the sour taste of candies sanded with PURAC Powder MA remains relatively high. This is related to the low acid migration from the acid powder into the candy, shown in Figure 3.

As PURAC Powder MA is not hygroscopic, it does not attract moisture from the candy or its surrounding. This ensures that the acid sanded candy remains dry and visually attractive.

### Sour taste intensity

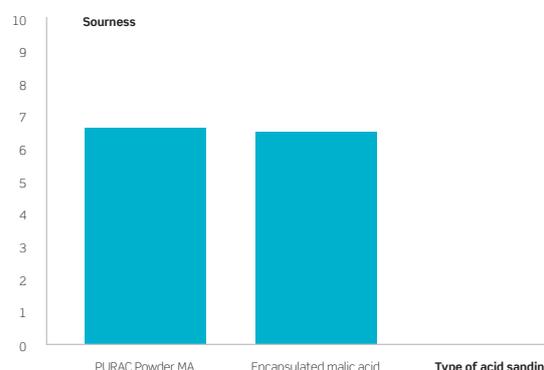


Figure 1

### Sour taste stability

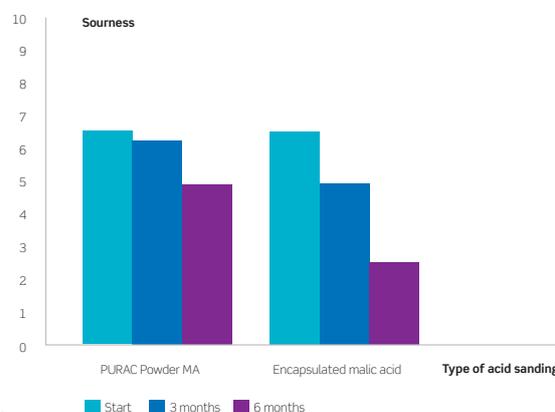


Figure 2

### Acid migration (in mm) of various acids in gelatin, in time (at 35°C and 70% Relative Humidity)

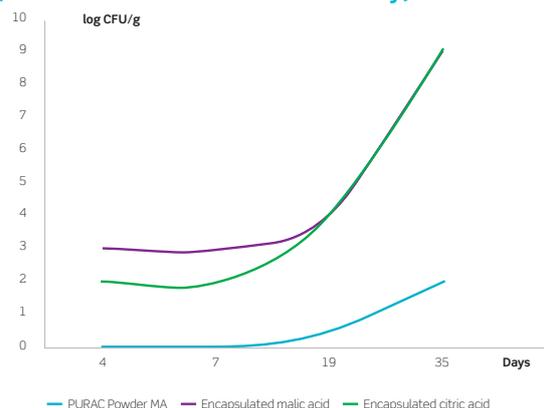


Figure 3



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