

PureCircle launches new flavour enhancers

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The new products can be labelled as natural flavors on product ingredient labels. These breakthroughs build on PureCircle's extensive range of flavors which allows them to enhance key benefits such as mouthfeel, sweetness quality and different tonalities across a wide range of applications.

PureCircle's new flavor enhancers bolster companies' supply of limited cocoa and vanilla ingredients, and thereby diversify risk strategies by introducing a plant-based solution. These new products will allow developers to reduce the amounts of cocoa and vanilla alongside sugar without compromising taste.

Commodity markets for cocoa and vanilla can be highly volatile. In 2016, cocoa prices fluctuated between \$2,000 and \$3,000 per metric ton. Following much publicized flooding and other issues, experts have estimated that vanilla will exceed \$500/kg.

These new stevia leaf discoveries enable PureCircle to engage with customers active in the \$12bn cocoa market and \$1bn vanilla market (based on current prices).