

Taiyo comes up with new coffee bean ingredient

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Compared with coffee extracts, WGCP powder contains caffeine and a wide variety of other valuable coffee bean components, such as chlorogenic acids, antioxidants, minerals and dietary fibres.

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Taiyo's WGCP offers a continuous supply of caffeine for a period of 6-8 hours without the associated side-effects of jitters, a rapid heartbeat and the well-known "boom and bust" phenomenon. Conventional energy drinks have often been criticized for their immediate caffeine boost and subsequent period of fatigue.

Because of its sustained caffeine release, WGCP is suitable for natural and gentle energy products. And, as well as concentration or endurance and performance positioning, it can also be marketed as a weight management ingredient owing to its appetite suppressing effect.

Developed in collaboration with physicians, WGCP's efficacy has been demonstrated in clinical studies and, as the ingredient is vegan, free from gluten and non-GMO, it meets current consumer demands.