

FIVE
REASONS
WHY



FMP

FLAVOURINGS WITH
MODIFYING PROPERTIES

1

HEALTHY & TASTY

Consumers are prioritizing their health and sugar reduction, this is an ongoing trend.

Flavourings with modifying properties (FMPs) can help create beverages with reduced sugar content and enjoyable drinking experiences.

2

CLEANER & ATTRACTIVE

FMPs can help simplify product labelling.

It is possible to reduce the amount of sugar substitutes such as artificial sweeteners in alignment with today's consumer mindset.

3

ENHANCING & REFINING

FMPs improve the flavour perception, refine the mouthfeel and mask undesirable aftertaste in products with artificial sweeteners or sugar substitutes.

4

COM PETI TIVE

Governments and health organizations are urging for sugar reduction to address obesity and related health concerns.

You can use FMPs to comply with regulations and stay competitive. In areas with sugar taxes, FMPs can help companies save money by reducing sugar.

5

ALL-AROUND & PROMISING

FMPs can be used in a wide array of beverage categories, including all CSDs as well as tea based drinks, flavoured water, sports drinks and beer based beverages.

Get ready to revolutionize your product line! Captivate your customers with the ultimate flavour experience!

**esarom**

YOUR
PARTNER
IN TASTE.

ESAROM GMBH
AUSTRIA
2105 OBERROHRBACH
ESAROMSTRASSE 51
OFFICE@ESAROM.COM
T +43/22 66/804 44-0
WWW.ESAROM.COM