

World leader in acacia gum

BY **nexira**
FOOD

New age for Flavors & Beverages

Rising demand of clean label beverages

The global beverage market has experienced significant diversification in recent times. Consumers require beverages that deliver a unique and exciting experience. Products also need to satisfy consumers' tastes and fit with a lifestyle centered around **health and well-being**.

There is growing market demand for **clean and clear labeling** in the soft drinks segment. To meet expectations, producers are creating innovative products by carefully choosing ingredients and flavors, reducing sugar content and reformulating with natural alternatives.



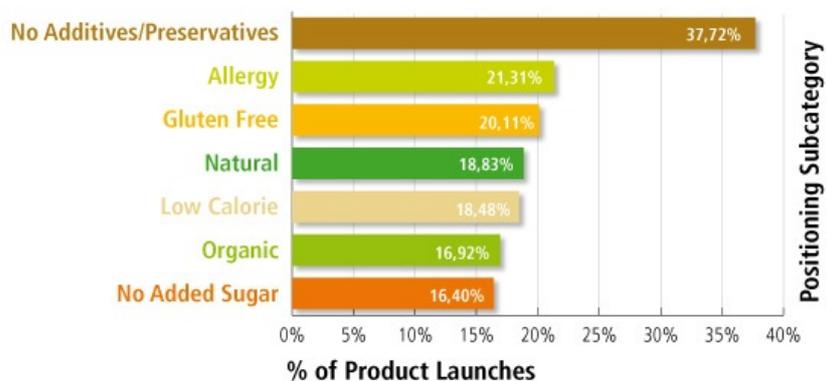
Focus on healthy lifestyle

"**Healthy-lifestyle**" beverages are one of the fastest growing segments in the beverage sector. The industry is responding quickly by focusing innovation on health and wellbeing. Reformulation of sugar content and the broader idea of "**lighter beverages**" are leading the way to product development. Product like **functional beverages, plant-based drinks and sports drinks** are now a measure part of the healthy-lifestyle attitude adopted by consumers, paving the way for other beverages in the general marketplace.

According to Innova Market Insights, consumers favor in particular soft drinks that are natural, organic and clean label (free from additives/preservatives). **Soft drinks** must also be low-calorie with no added sugar and allergen free.

Leading health positioning for soft drinks category

2017 global soft drinks product launches tracked top health positioning



Are you looking for natural stabilizer for flavors?

Developing new products or reformulating old ones to **suit the latest consumer trends, without neglecting taste and appropriate mouthfeel, is becoming increasingly challenging** for beverage formulators. With this goal in mind, selecting cost-effective flavors stabilization systems becomes a crucial part of the formulation process.

Resinogum DD™, purified damar gum, is a **unique**

and all-natural flavor stabilizer for the beverage industry. Its plant-based origin will give outstanding functional properties to flavor formulations. Also, it is **easy-to-use** and **highly resistant to oxidation.** Nexira received **FEMA GRAS** status in 2015 for purified damar gum (Resinogum DD™) used as a flavor stabilizer within flavor formulations in US for alcoholic and non-alcoholic beverages.



It can be used in all countries recognizing the US FEMA GRAS status, including Canada, Mexico, South America, South Africa...

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