

always
inspiring more...

diana | symrise 

Wake me up

Fruit meets Caffeine – Masking the Bitterness of Caffeine

Coffee used to be the only option for a quick pick-me-up. Today, many other products offer that little kick to help you get through the sleepy hours of a long afternoon. Fruit gummies with added caffeine are exactly one such product. But adding the caffeine isn't so simple: The stimulant tastes very bitter. We have just the solution for this – a taste balance solution, which can also be applied to various pharmaceutical products. The flavor composition Symmask® disguises the bitter compounds of the energy-charged sweets.

fie2017.symrise.com



FIE'17 CONCEPT
Health Care & Nutrition



Let's get in touch

Christian Striewe
christian.striewe@symrise.com
TEL +49 55 31 90-3548