



PURE NATURE

# AUSTRALIAN FUNCTIONAL NUTRACEUTICAL FLAVOURS, FRAGRANCES & INGREDIENTS

Plant Extracts-Naturally Fermented Fruits and Vinegars  
Cold Pressed Oils-Essential Oils-Phenolic Rich Powders

## APPLE EXTRACT FLAVOUR - SWEETENER



[www.botanicalinnovations.com.au](http://www.botanicalinnovations.com.au)



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## APPLE EXTRACT FLAVOUR SWEETENER



Botanical Innovations has created an Apple Extract Flavour and Sweetener for Functional Foods and Beverages and Natural Healthcare products.

**Apple Flavour, Sweetener is made from 100% Australian Apples.**

Apple Extract Flavour, Sweetener is a new natural fruit flavour and or sugar replacer for foods and beverages and natural healthcare products with a Brix of 65-70. Containing only apple and concentrated apple Fructose this is a new fruit based alternative to sweeteners and sugars for a variety of applications.

Botanical Innovations has concentrated Phenolic Rich Phytonutrients in the Apple Extract Flavour, Sweetener retaining natural Antioxidants, Polyphenols including Phenolic Acids and Flavonoids. Apple Extract Flavour, Sweetener also contains concentrated Quercetin, Triterpenoids, Ursolic Acid, Vitamin A, Vitamin C and Minerals.

Botanical Innovations Apple Extract Flavour and Sweetener is novel and unique as it contains only 100% apple. It is a pure fruit extract made from Australian Apple containing no additives.

Flavours, sugars, and sugar substitutes are divided into natural or synthetic or artificial. There is a growing demand for natural flavours and sugars and sugar substitutes. A number of artificial sweeteners and highly processed natural sweeteners such as corn syrup, rice syrup and barley malt do not contain the energy found in low processed sweeteners such as Apple Extract Flavour and Sweetener for the human body to use.

Botanical Innovations Apple Extract Flavour and Sweetener is a natural apple flavour and sweetener which combines energy and fructose with the nutritional value of whole apples.

This is a unique ingredient new to the market with a variety of applications for food and beverage and natural healthcare formulations and private label.

### Apple Extract, Flavour & Sweetener Specifications

Colour Brown to Dark Brown  
Semi Viscous Syrup  
Aroma Apple  
Soluble Complete  
Brix 65-70  
Concentrated Vitamin C  
Concentrated Polyphenol



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## APPLE EXTRACT FLAVOUR - SWEETENER

### MARKET SIZE

ESTIMATED SUGAR  
SUBSTITUTE MARKET  
SIZE BY 2020

**US\$16.5 BILLION**  
**17 MILLION TONNES**



The market for sugar substitutes is projected to reach USD 16.53 Billion by 2020, at a CAGR of 4.5% from 2015. North America is estimated to be the largest market for sugar substitutes in 2015. The Asia-Pacific region is projected to be the fastest-growing market, at a CAGR of 5.5% during the review period. This growth is mainly driven by the increasing beverage, food, and health & personal care industries, particularly in developing countries such as India, Japan, China, South Korea, and the other Asian countries.

Source: MarketandMarkets Newsletter 12 February 2016.

### KEY DRIVERS

**REGULATORY CHANGES SUGAR TAX**  
**RISE IN CHRONIC HEALTH CONDITIONS**  
**OBESITY & TYPE 2 DIABETES**

In recent years health concerns have been raised about excessive sugar content in foods and beverages, which are believed to be contributing to an increase in a number of chronic health problems including obesity and type 2 Diabetes. T

o help reduce the sugar content in a number of foods and beverages the World Health Organisation is advocating for all countries to adopt a sugar tax similar to the existing tax in Mexico and the soon to be implemented tax in the United Kingdom.

Botanical Innovations Apple Extract Flavour and Sweetener is a natural sweetener for food and beverages and an alternative to help address the growing requirement to reduce the sugar content in foods and beverages.



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## BOTANICAL INNOVATIONS



Botanical Innovations is an Australian Bio Technology company adding value to naturally occurring elements to create functional food and beverage solutions, which combine taste and function.

The company invests heavily in research and development leading to innovations, new products and proprietary production methodologies and the development of a unique range of **AUSTRALIAN FUNCTIONAL NUTRACEUTICAL, Flavours, Frances & Ingredients for Functional Foods & Beverages, Natural Healthcare and Cosmeceutical Applications.**

The Botanical Innovations product range includes, Plant Extracts, Fermented Plant Extracts, Cold Pressed Seed Oils, Fermented Fruit & Vinegar, Fruit Powders & Essential Oils.

By unlocking natures secrets Botanical Innovations has created new classes of flavours, fragrances and ingredients that contain phenolic rich phyto nutrients the natural chemical compounds produced by plants from photosynthesis.

Our database of scientific literature provides our customers with access to the latest research and applications for our unique range of products.

Botanical Innovations products include:

### **Plant Extracts and Fermented Plant Extract**

Grape Seed Extracts  
Grape Skin Extracts  
Apple Peel Extracts  
French Oak Extracts

### **Cold Pressed Oils**

Grape Seed Oil  
Cherry and Macadamia Seed Oil  
Grape and Macadamia Seed Oil

### **Essential Oils and Aromatic Waters**

Basil  
Oregano  
Persian Catnip  
Thyme

### **Fruit Powders**

Grape Seed  
Apple Peel

Botanical Innovations using proprietary technology has created the following unique Flavours, Fragrances and Ingredients from Australian apples and apple pomace.

### **APPLE PRODUCTS**

Apple Extract Flavour and Sweetener  
Apple Cider Vinegar  
Cold Pressed Apple Seed Oil  
Apple Peel Extract  
Apple Peel Powder





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## DATA SHEET PRODUCT

### APPLE EXTRACT FLAVOUR & SWEETENER

Differentiate your product range and product flavour and functional health profile with concentrated **NATURAL SUGARS, ANTIOXIDANTS, POLYPHENOLS & QUERCETIN**

#### INGREDIENTS

Product Name: Apple Syrup & Flavour  
Botanical Name: *Malus Domestica Malus Pulila*  
Description: 100% Apple

#### PRODUCT RANGE

##### Apple Extract Flavour & Sweetener

Antioxidants, Polyphenols, Quercetin  
Brix: 65-70

#### CONCENTRATED NATURAL COMPOUNDS

##### Apple Extract Flavour & Sweetener

Contain the following highly concentrated natural compounds

**Antioxidants:** Capture oxygen delaying oxidation which may prevent or delay cell damage.

**Polyphenols:** Large group of molecules found in plants. These compounds are responsible for the taste, colour and mouthfeel and are divided into phenolic acids and flavonoids.

**Apple Syrup & Flavour contains concentrated quercetin, triterpenoids, ursolic acid, Vitamin A, Vitamin C and minerals.**

##### Fructose: Fruit Sugars

Natural fruit sugars.

Name: Fructose

Chemical Composition: C<sub>6</sub>H<sub>12</sub>O<sub>6</sub>



### APPLE EXTRACT FLAVOUR & SWEETENER

**NATURAL SUGAR  
BRIX: 65-70**

#### APPLICATIONS FLAVOURS

#### INGREDIENTS

#### SUGAR REPLACEMENT

#### APPLE FLAVOUR

#### FUNCTIONAL FOODS & BEVERAGES

#### PRIVATE LABEL

**Origin** Australia

**Shelf Life** Unopened 24 Months

**MOQ** 500ML

January 2017. The information contained in this datasheet has been gathered from publically available source material and is intended to provide general information to readers. No therapeutic claim in relation to the product is intended. Whilst reasonable care has been taken in the preparation of this datasheet, General Industry Pty Ltd trading as Botanical Innovations is not responsible for any reliance readers place on the information in the datasheet and does not represent or warrant that the information in the datasheet is complete or accurate. Readers rely on the information in the datasheet at their own risk. Disclaimer: Reasonable care has been taken in preparing this document and the information provided herein is believed to be accurate. However, this information is not intended to constitute an "authoritative statement" under the National Industrial Chemical Notification and Assessment Scheme Australia and New Zealand rules and regulations.



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## DATA SHEET PRODUCT APPLE EXTRACT FLAVOUR & SWEETENER

### SPECIFICATIONS

#### APPLE EXTRACT FLAVOUR & SWEETENER

Colour	Brown to Dark Brown Semi Viscous Syrup
Aroma	Apple
Soluble	Complete
Brix	65-70
Concentrated	Vitamin C
Concentrated	Polyphenol



### PACKAGING

5 Litre, 10 Litre, 20 Litre 50 Litre, 100 Litre,  
200 Litre Drums, 1,000 Litre IBC  
For orders over 1,000 Litres contact us to discuss  
your requirements

### SHELF LIFE AND STORAGE

Shelf Life 2 years from date of manufacture  
Store in cool dry environment below 25 degrees  
celcius. Refrigerate once open and use with 7  
days of opening.

### ALLERGENS

	Contains/ Potential Contamination
Cereals & cereal products + Gluten	No
Crustaceans & their products	No
Eggs & egg products	No
Fish & fish products	No
Peanuts or peanut products	No
Soybeans or their products	No
Milk or milk products	No
Nuts & nut products	No
Celery & celery products	No
Mustard & mustard products	No
Sesame seeds & sesame products	No
Sulphur dioxide & sulphites	No

**ADD NEW NATURAL  
FRUIT SUGAR  
APPLE FLAVOUR  
& FUNCTIONALITY  
TO FOODS AND  
BEVERAGES  
NATURAL HEALTHCARE  
PRODUCTS  
WITH APPLE EXTRACT  
FLAVOUR & SWEETENER**

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