



RAISING THE BAR ON SPORTS NUTRITION

The global sports nutrition market will reach **US\$37.7 billion** by 2019

CAGR: 9%



Energy & Endurance 64%
(Hydrate and Refuel)

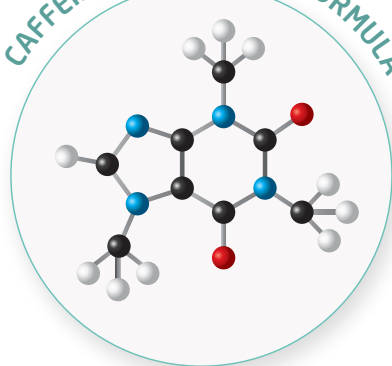


BODY BUILDING 25%



WEIGHT MANAGEMENT 11%

CAFFEINE STRUCTURAL FORMULA



Caffeine is widely used in sports nutrition because:

- Helps to **improve concentration**
- Helps to **increase alertness**
- Contributes to an increase in **endurance performance**
- Contributes to an increase in **endurance capacity**

PROBLEMS

It is rapidly absorbed

Bitter taste

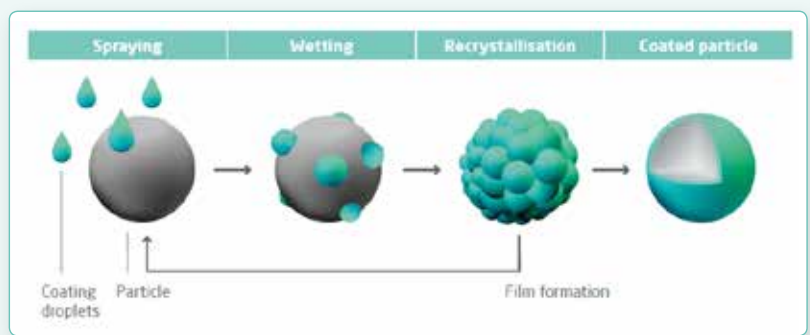
May distort flavors in food systems

Stimulating but rapid effect

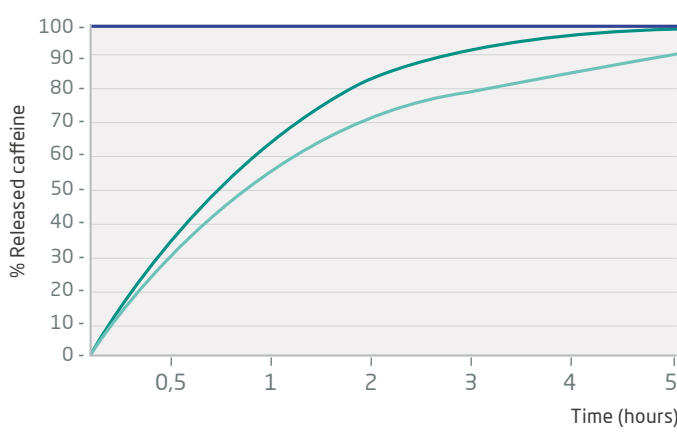
THE SOLUTION

NEWCAFF™ microcapsules

Microencapsulated caffeine
Sustained caffeine release with a clean taste



BENEFITS AND EFFICACY



IN VITRO RELEASE PROFILE OF CAFFEINE

A sustained release of the caffeine from **NEWCAFF™ microcapsules** is observed in both versions compared to raw caffeine

- RAW CAFFEINE
- **NEWCAFF™ 75**
microcapsules
- **NEWCAFF™ 60**
microcapsules



SENSORY ANALYSIS

No bitter taste detected by trained panelists on a triangle test on energy gels containing **NEWCAFF™ microcapsules**

APPLICATIONS



- Clean "non-bitter" taste
- Controlled caffeine release
- Cleaner final formulas
- Natural source of caffeine