

## WILD DEVELOPS SWEETNESS ENHANCER

/EINPresswire.com/ All-Natural Blend Increases Sweetness Perception

Erlanger, KY (January 8, 2013) – [WILD](#) Flavors, Inc. (WILD) expands their line of Taste Modification Ingredients with their newest ingredient: WILD Sweetness Enhancer. Labeled “Natural Flavor”, the Sweetness Enhancer is designed to add sweetness perception and reduce sugar/calorie content, all while lowering finished product costs.

“Due to weight management initiatives, government programs, and the rising cost of commodity sweeteners, reducing sugar content in food and beverages is particularly apparent for 2013” says Jessica Jones-Dille, WILD Associate Director of Marketing. “WILD’s Sweetness Enhancer utilizes WILD’s extensive Taste Modification and Flavor Technology expertise, providing the sweetness perception obtained from sugar and enabling customers to meet calorie objectives.”

The Sweetness Enhancer from WILD is available in both liquid and dry forms, and is designed to be used in a variety of product applications including: Enhanced Waters/Teas, Juice Drinks, CSD’s/ Energy Drinks, Yogurt/Dairy, Cereal and Sauces.

This proprietary blend of ingredients was optimized by food and beverage development experts and tested by trained sensory panels to ensure exceptional product performance.

WILD continues its commitment to health, wellness, and natural products by the on-going development of its entire line of taste optimization technologies and sweetness enhancers. Contact WILD: [www.wildflavors.com](http://www.wildflavors.com) for more information.

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Contact:

Name: Stephanie Weil



Product Manager  
1261 Pacific Avenue  
Erlanger, KY 41018  
(859)342-3600  
SWeil@wildflavors.com

#### About WILD Flavors GmbH

WILD Flavors GmbH is headquartered in Zug, Switzerland, and is one of the world's leading suppliers of natural ingredients to the food and beverage industry. The company's management offices and production sites are located at Rudolf WILD GmbH & Co. KG in Eppelheim (Germany) as well as in Erlanger (Kentucky, USA). Eight further production locations in Europe, USA, Canada, China, and Dubai are part of WILD Flavors GmbH as well. The WILD Flavors product portfolio of natural-flavor ingredients includes full flavor and ingredient solutions for the food and beverage industry, known as flavor systems, as well as individual components such as flavors and extracts, natural colors, concentrates, sweetening systems, specialty ingredients and seasonings, including functional flavors and healthy ingredients, taste modifiers, and fermentation technologies. WILD Flavors' competence of global supply markets as well as technologically advanced production processes brings value to our customers on a daily basis. [www.wild.de](http://www.wild.de) or [www.wildflavors.com](http://www.wildflavors.com)

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