



## Raising the bar on sports nutrition

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

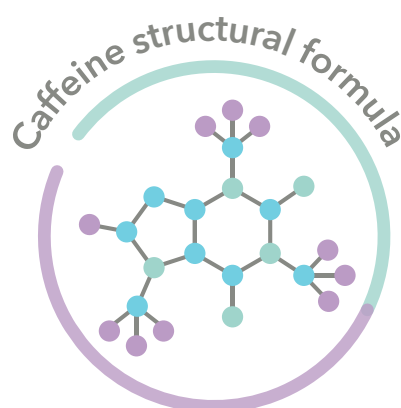
CAGR: 9%



**64%** (Hydrate and Refuel) Energy & endurance

**25%** Body building

**11%** Weight management



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

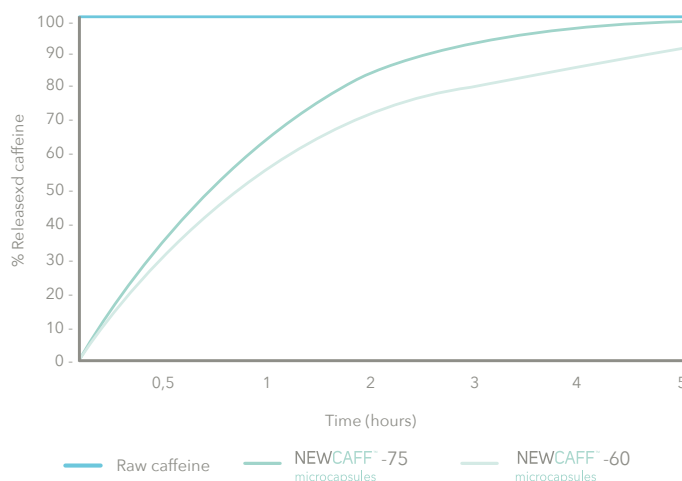
Sustained caffeine release with a clean taste

### Efficacy

### Benefits

- Clean "non-bitter" taste
- Controlled caffeine release
- Cleaner final formulas
- Available in 2 concentrations

#### In vitro release profile



## Applications



Energy powder blends, bars, gels, chewable tablets, milkshakes and different kinds of dietary supplements.

**A sustained release of the caffeine from NEWCAFF™ microcapsules is observed**

Both versions showed a good retention and an improved in vitro sustained release profile when compared to unencapsulated caffeine.

