



CONFECTIONERY  
SOLUTIONS

# So Wow chewing-gum Bursting of sensations

FLAVOR LASTING

IMMEDIATE COOLING

SUGARS-FREE

INSTANT SOFT  
CHEWY TEXTURE

Only for reference, a real product could be seen different.

 **SweetPearl**<sup>®</sup>  
THE MALITOL BY ROQUETTE

**LYCASIN**<sup>®</sup>

  
**ROQUETTE**  
Offering the best of nature<sup>™</sup>



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## KEY FACTS

### SweetPearl® dried maltitol syrup and LYCASIN® maltitol syrup

- Naturally sweet bulk sweeteners
- Produced from maize or wheat
- 2.4Kcal/g
- Gluten free, non-GMO, Kosher & Halal certified

## THE RECIPE (SO WOW CHEWING-GUM)

LIST OF INGREDIENTS (Detailed recipe: LCGCCGS036)

### CENTRE

- SweetPearl® dried maltitol syrup
- XYLISORB® xylitol powder
- NEOSORB® sorbitol powder
- LYCASIN® 85/55 maltitol syrup
- GLUCIDEX® 2 maltodextrin
- Gum base
- Flavor
- Glycerin
- Lecithin
- Intense sweeteners
- Color

### FROSTING

- XYLISORB® xylitol powder
- Gum arabic

## SweetPearl® dried maltitol syrup, LYCASIN® maltitol syrup: KEY BENEFITS FOR SO WOW CHEWING-GUM

<b>Nutritional</b>	<ul style="list-style-type: none"> <li>• Sugars-free, safe for teeth</li> <li>• Oral health benefits (<i>See suggested claims</i>)</li> </ul>
<b>Functional</b>	<ul style="list-style-type: none"> <li>• Cost-efficient fomulation: less gum base and less flavor</li> <li>• Ease of use in production process</li> </ul>
<b>Sensory</b>	<ul style="list-style-type: none"> <li>• 3-step sensations: Crunchy contact-soft bite-smoothly chewy</li> <li>• Immediate cooling &amp; Flavor lasting</li> </ul>

## SUGGESTED CLAIMS\* (EU)

- Sugars-free  
Sugar-free chewing-gum:
- Helps neutralise plaque acids
- Helps maintain tooth mineralization
- Reduces oral dryness

\* Information based on EU regulations.

Subject to applicable local laws and regulations.

## NUTRITION FACTS

SERVING SIZE: 2.35g of  
So Wow chewing-gum

Calories	Protein	Carb	Fibre	Fat
4kcal	0g	1.7g	0g	0g
Of which polyols: 1.5g				

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