



**Ze | ZoomEssence**

# CoolZoom Flavor. Looks like a powder. Performs like a liquid (or better).

It used to be true. Powder flavors failed to deliver taste and aroma comparable to liquid flavors. And traditional high-heat processes destroyed powder quality. Not any more! ZoomEssence's groundbreaking, patented low-temperature drying process has changed the game.

Zoom's technology retains up to 100% volatile liquid flavor components in producing powder flavors.

**CoolZoom powders deliver aroma and taste every bit as good (or better) than liquids.**

**80%**

Aroma accounts for as much as 80% of Flavor experience

**We minimize use of expensive solvents in CoolZoom Formula, improving the efficiency of deliver Flavor actives.**

- We make an emulsion with every batch, ensuring water solubility in a wide range of applications.
- CoolZoom's concentration of Flavor actives creates powders with significantly lower use rates and cost.

**50-75%**

Use rate reduction

**Powder is the Form of the Future.**

- Now in a Form that simplifies shipping and storage.
- Concentrated powder reduces shipping costs.

**CoolZoom Flavors don't need an entourage of excipients.**

- Simplify your Formula. You don't need to supplement our Flavor with excessive additives to achieve your desired taste, aroma and texture. And that means reduced costs.

**20%**

Average reduction of excipients (e.g., Stevia, cocoa)

# We're a flavor house reinventing the game.

Here are our house rules: amazing aroma and taste.

## Ground-breaking, patented low-temperature drying process.

### Flavors pack a punch for less.

ZoomEssence contains a much greater concentration of taste, so your cost in use is lower.

### You'll remember that aroma.

Distinct and authentic. Our strawberry smells fresh-picked.

### Stability Improved.

Better encapsulation.

### Dispersibility delivered.

Our powder isn't afraid of cold water; our large, dense particles disperse instantly in solution.

## Design and development collaboration for innovators.

### Think Fast. We do.

We're a nimble team with years of industry-wide experience you can leverage. That means we like to tackle tough challenges and get products to market swiftly.

### Save us a lab coat. Or bring your own.

We like to work alongside you to assess your needs and test/refine product flavors. Our place or yours.

### Everyone's process is unique.

We adapt ours to accelerate yours.

### We've got you.

Whether it's a simple profile or a custom flavor solution, we're here to help you create a flavor that is all your own.

### Rely on us to grow your brand.

Flavors are consistent, and we pride ourselves on quick turnaround and on-time delivery.

## Ready-to-drink Beverages | Nutrition and Protein Bars | Sports Nutrition | And much more

For inventive tastemakers, ZoomEssence is a flavor design and development partner that helps create brand-defining products through total flavor solutions. ZoomEssence combines an adaptive, consultative process, novel technology and industry expertise to support products with unparalleled flavor and aroma, as well as operational flexibility to anticipate—and satisfy—the curiosity of today's consumer.

**Ze | ZoomEssence**

[zoomessence.com](https://zoomessence.com)