



ZoomEssence®

POWDER UPSM



EVERY FLAVOR HOUSE SAYS THEY
TASTE BETTER,

BUT THERE HASN'T BEEN ANY
INNOVATION
IN POWDER FLAVOR FOR
100 YEARS.



Zoom Essence is here to change that.





MEET ZOOM ESSENCE.



ZoomEssence®
POWDER UP®

ZOOM ESSENCE

IS A

TASTE TECHNOLOGY
COMPANY PIONEERING
NEW TECHNOLOGY
IN FLAVOR SCIENCE.

Our patented **low-temperature**
innovation-**Zooming**-changes the powder
flavor game for the first time in a century.



A close-up photograph of a fresh orange slice on the left side of the frame. To the right of the slice, a cloud of fine, reddish-orange powder is captured in mid-air, suggesting it has just been poured or shaken. The background is a plain, light color.

Zooming is designed for heat-sensitive
flavors and naturals, delivering
unmatched depth of aroma and taste.

Low-temp drying means our powder
flavor particle is more concentrated with
complex natural flavor, easier on the
environment and lowers cost-in-use by
30%.

We don't taste better, we taste like the
real thing.

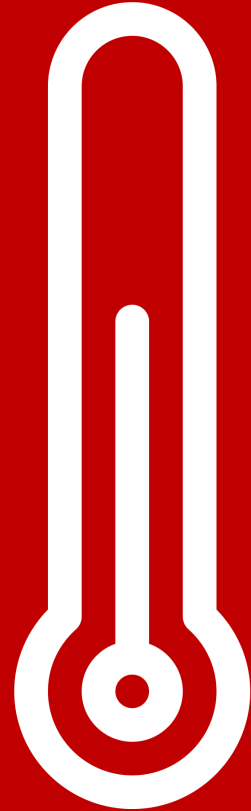


The background is a solid bright pink color. It is decorated with several circles of varying sizes and shades of pink, some of which are semi-transparent, creating a layered effect. The circles are scattered across the frame, with a large one in the top right and another in the bottom right.

SPRAY DRYING VS. **ZOOMING**

SPRAY DRYING
REQUIRES

400° HEAT





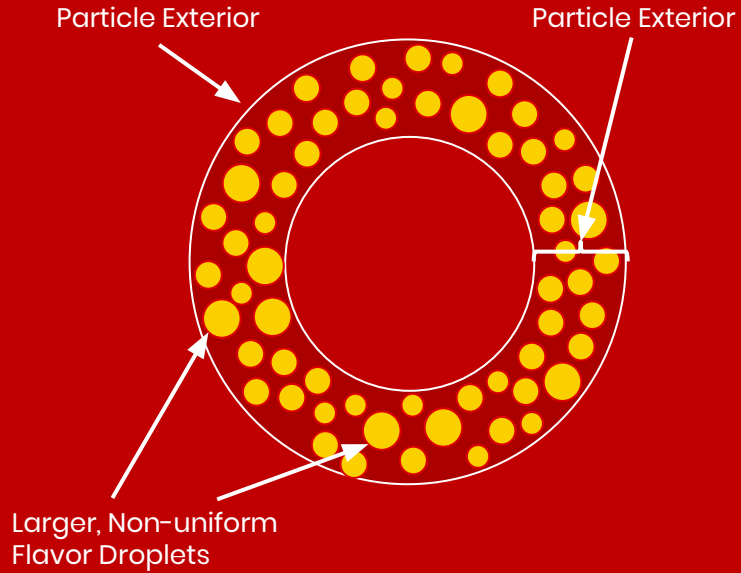
Heat kills flavor.



We have patented a low-temp
drying technology that preserves
the natural flavor.



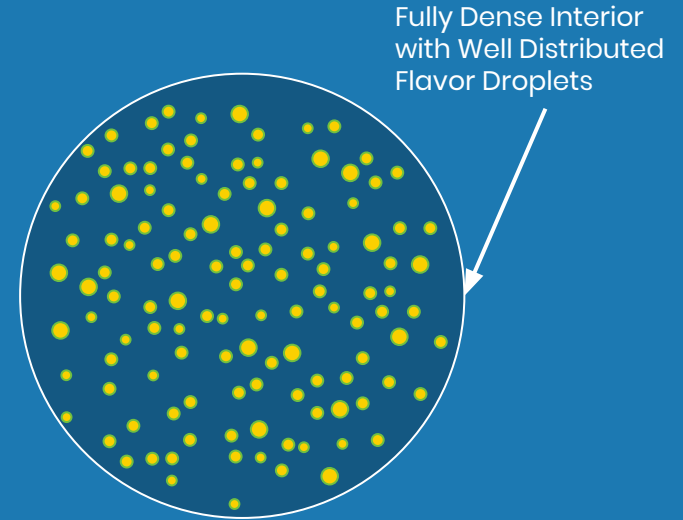
TYPICAL HIGH HEAT SPRAY DRIED POWDER



3500 X magnification

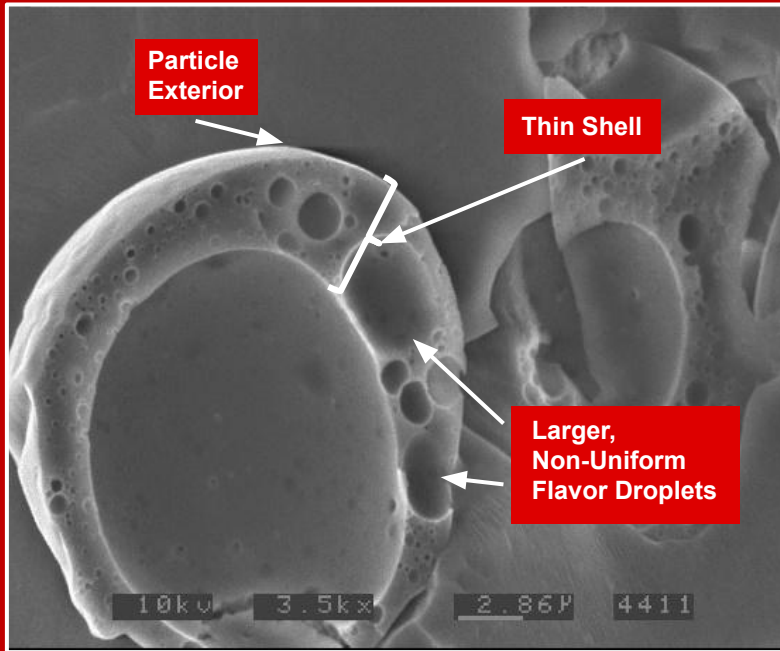
VS

COOLZOOM™ POWDER



5000 X magnification

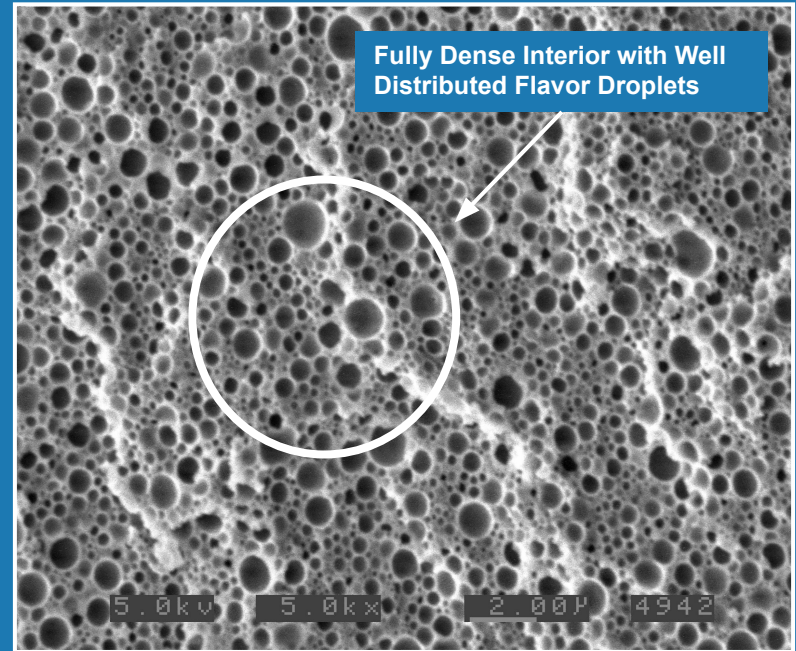
TYPICAL HIGH HEAT SPRAY DRIED POWDER



3500 X magnification

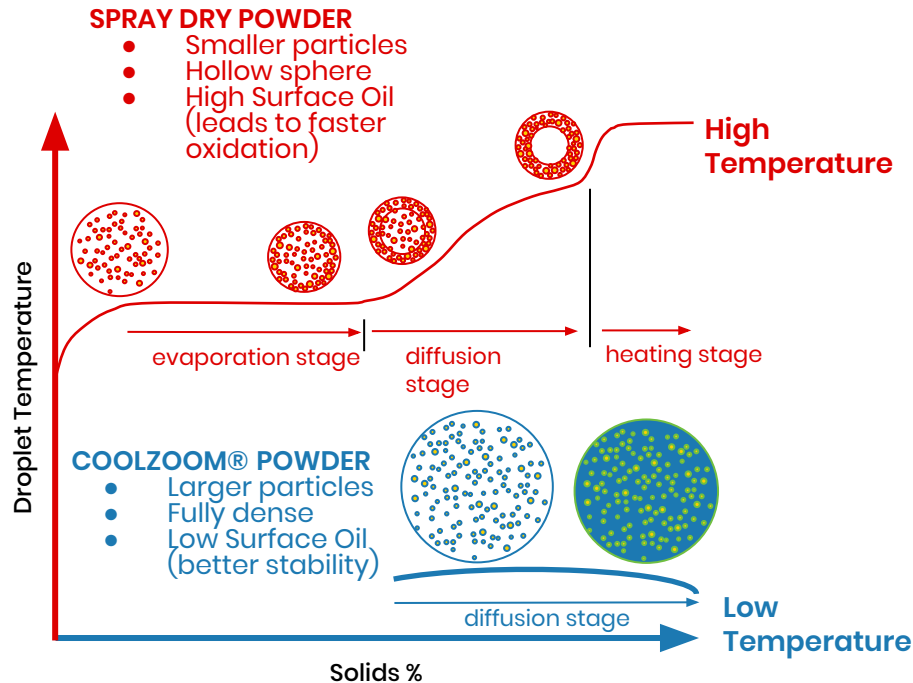
VS

COOLZOOM™ POWDER



5000 X magnification

POWDER: HEAT IS THE ENEMY



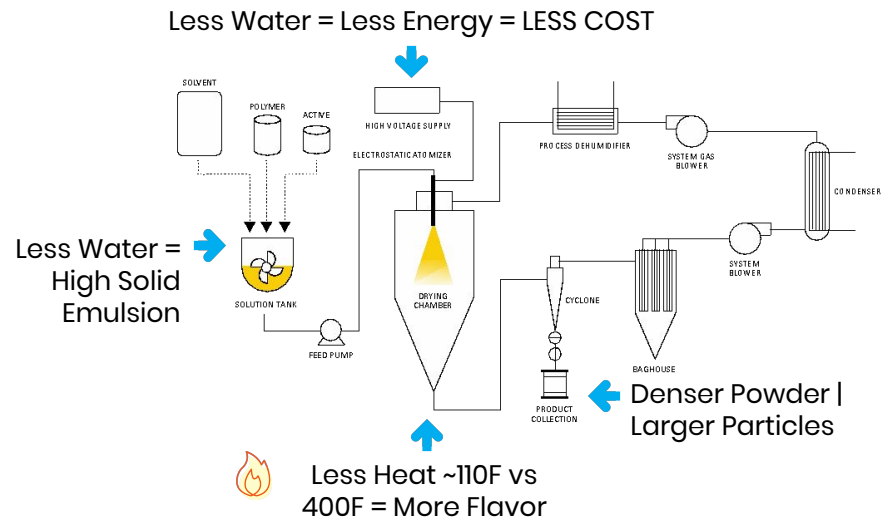
HIGH HEAT SPRAY DRIED POWDER FLAVOR:

vs

ZOOM LOW-TEMPERATURE POWDER FLAVOR:

Average Taste Complexity	Concentrated Natural Taste Complexity
Degraded Particle	Dense, Potent Flavor Particle
Less Stable	More Stable
Low Solubility	Higher Solubility
High Usage Rates	Reduced Usage Rates

ZOOMING PATENTED PROCESS



CLEAN GREEN TECH GRANTS





BENEFITS OF **ZOOMING**

IMMEDIATE DISPERSION

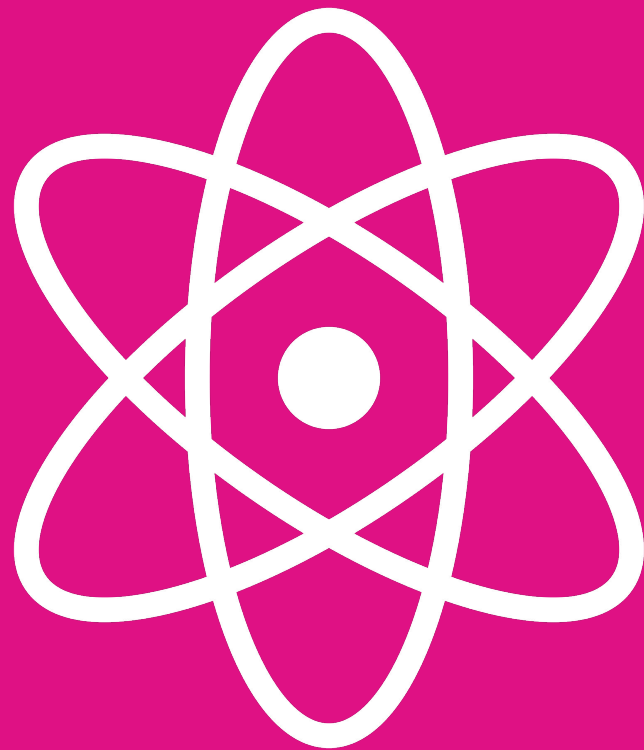


Incredible Dispersibility

Larger more dense particles vs. spray drying



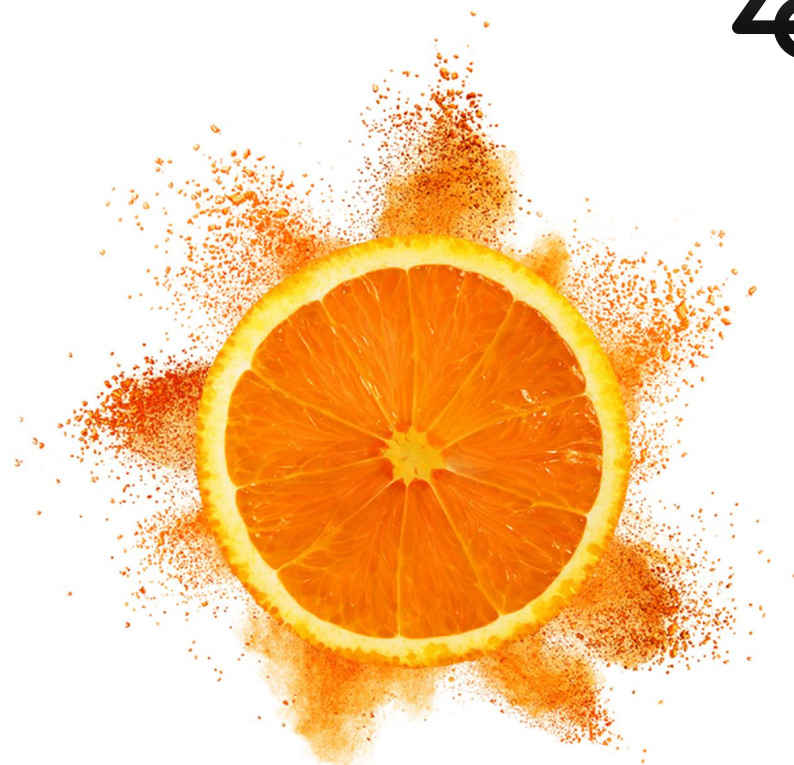
IMPROVED STABILITY



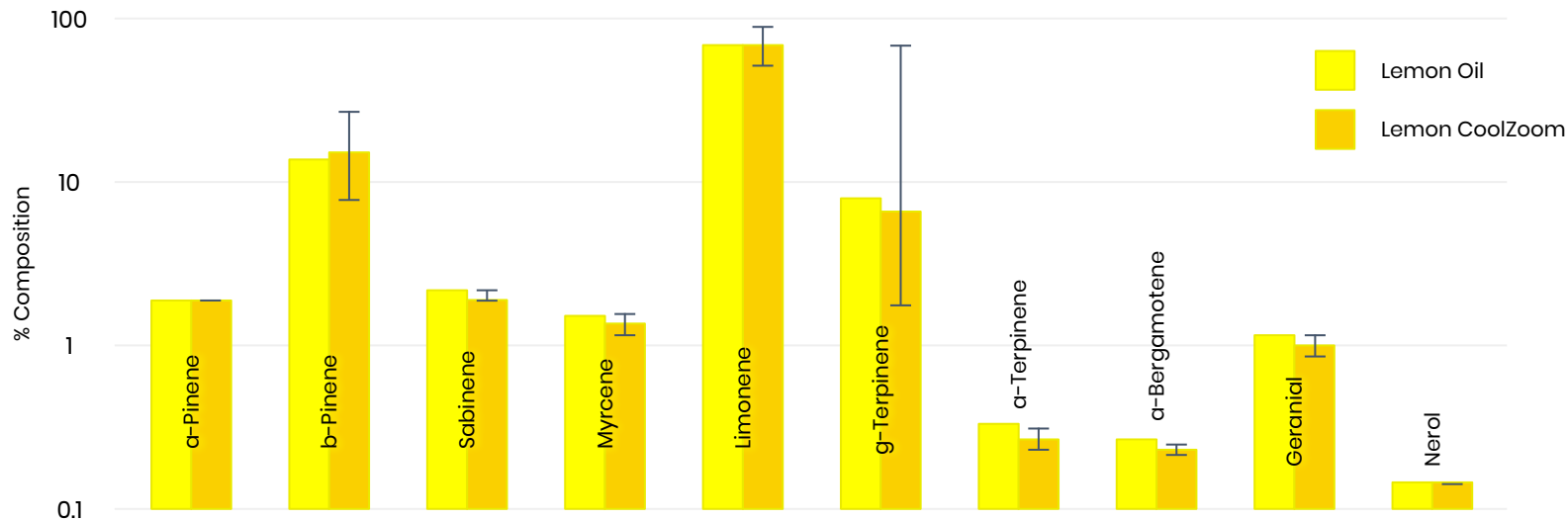
Enhanced Stability
Better encapsulation



LIQUID QUALITY — IN — POWDER FORM



ZOOMING[®] DELIVERS NATURE'S FINGERPRINT





The background is a vibrant gradient from orange to yellow. It is decorated with several orange slices and a long, continuous strip of orange peel that winds across the frame. The text is centered in a bold, black, sans-serif font.

— THERE HASN'T BEEN —
➤ ANY INNOVATION ⚡
IN FLAVOR FOR
100 YEARS.

TASTE THE FUTURE.

ZOOM ESSENCE



WHEN ➤ SCIENCE MET TASTE

ZoomEssence is literally the story of when 21st century science met the taste experience. A flavor expert and former Global President of Flavors at IFF, Bob Corbett, and a physicist, Chuck Beetz met. Chuck was trying to keep paint from drying before hitting a wall. Bob was trying to make things taste better. It's hard to imagine where those two ideas come together but they did.

The science of creating flavors hadn't changed in 100 years. Spray drying was the tried and true method for drying flavor into powder form. It used high-heat to evaporate the liquid and leave the flavor. The only problem was, it evaporated some of the essential oils as well. The heat evaporated the flavor and left particles filled with air bubbles instead of the base flavor compounds.

Chuck's paint method was using different actuators and physics to create a spray that would stay a liquid till it hit the surface. Bob asked Chuck if he could reverse engineer the process to create a method for drying liquid that didn't require high temperatures,

because heat is the enemy of flavor. Chuck being a physicist who loves a challenge, did just that. The rest is Zoom history.

Voilà, the duo had invented a better flavor form. They could preserve the robust flavor and aroma profile of the actual ingredient better than any powder flavor on the market, and in some cases better than liquid flavor. After some experimentation, they realized that the cool zoom technology actually delivered a completely innovative flavor experience across applications. When looking at the efficiency and effectiveness of flavoring a product, ZoomEssence, a powder flavor, out performs any other flavor on the market, liquid included.

Now ZoomEssence has grown to a full-on, science-meets-flavor business that utilizes low-temperature tech to create tastes never before possible in powder flavors, powder flavors that perform as well as or better than liquid, and slurry innovations. As ZoomEssence's technology evolves so will the taste experience as we know it.



ZoomEssence™
is a taste technology
company pioneering
new technology in
flavor science.

Our patented **low-temperature**
innovation-**Zooming**-changes the
flavor game for the first time in a century.

