



Mantrose-Haeuser Co., Inc.

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For Immediate Release

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Reducit Natural Acidulant for Non-Citrus Beverages

Westport, CT – April 24, 2015; Food Ingredients leader Mantrose-Haeuser Co., Inc. and its subsidiary Mantrose UK Ltd. is pleased to showcase its Reducit sodium bisulphate product which reduces pH in non-citrus beverages. This natural product is known for its softer, more natural flavor without the off aftertaste, sourness and odors of synthetic acidulants.

A combination of unique properties and economics make Reducit an excellent choice for multiple food & beverage applications. These include Reducit's use in beverages, where its flavor is released slowly and masks the aftertaste of intense sweeteners. Other applications include as a salt reduction aid in soups, sauces, syrups and other liquid foods due to producing an enhancement of salt flavor, and as an alternative to sulfites, as an anti-browning agent for sliced potatoes and other cut produce.

Reducit is a white, free-flowing granule that is widely approved for use as a food additive and meets the Food Chemicals Codex 8th Edition monograph.

Mantrose-Haeuser will be featuring Reducit applications at the IFT Food Expo on July 11-16, 2015 in Chicago, IL.

About Mantrose-Haeuser Co., Inc.

[Mantrose-Haeuser Co., Inc.](#) is the Westport, Connecticut-based world leader in specialty ingredients for the food & beverage, pharmaceutical and nutraceutical industries. Mantrose which was founded more than 100 years ago, owns a subsidiary NatureSeal, Inc., a global expert in shelf life extension technology for the fresh-cut produce industry.