



## **Mantrose-Haeuser Co., Inc.**

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### **For Immediate Release**

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### **Tru Blu Beverages selects Reducit® for its Ceda Cream Soda**

Westport, CT – June 3, 2013; Food Ingredients leader Mantrose-Haeuser Co., Inc. and its subsidiary Mantrose UK Ltd. have announced that Tru Blu Beverages of Australia has adopted the Natural acidulant Reducit® for the Ceda brand of Creaming Soda.

Reducit sodium bisulphate was selected by Tru Blu Beverages 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 flavour 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 flavour, 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 13 -16 in Chicago, IL.

#### **About Tru Blu Beverages**

[Tru Blu Beverages](#) is a 100 % Australian owned manufacturer and marketer of quality beverages at an affordable price. Its brands include Waterfords, Pub Squash, LA Ice Cola and Wicked Energy Drink. The company's head-office is in Sydney, Australia

#### **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. Founded more



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than 100 years ago, Mantrose-Haeuser is subsidiary of [RPM International, Inc.](#) of Medina, Ohio; public company traded on the New York Stock Exchange under the symbol RPM.

