

# NEW PRODRY<sup>®</sup> IP Maple Syrup Specialty Powder 19050

Well rounded spray dried maple syrup powder made with **100% Canadian maple syrup** and identity preserved corn maltodextrin converted into a free flowing powder...

## What are PRODRY<sup>®</sup> Specialty Powders?

Made from products in the home kitchen - honey, molasses, vinegars, mustards, hot pepper sauces, fruit purees

Concept developed to convert foods into powder form for easier use in products composed out of dry ingredients (water soluble and starting usage levels are 5-15%)

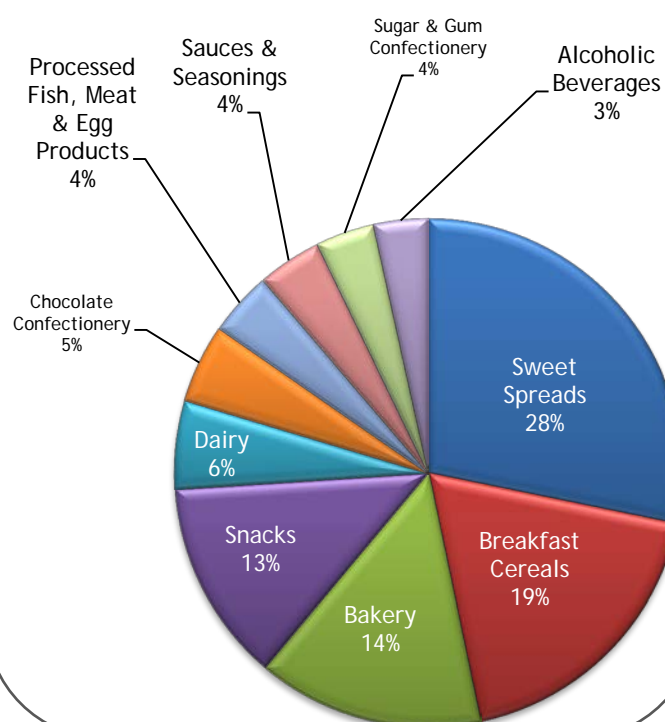
ProDry<sup>®</sup> products are unique dry flavorings retaining the volatile flavor components of their original form



## Benefits of Maple Syrup Powder:

- Made with 100% identity preserved Canadian maple syrup.
- Dried on an identity preserved carrier
- A Pure, natural sweetener for cleaner labels.
- Maple syrup is a unique ingredient, smooth and silky textured, with a sweet, distinctive flavour and rare amber colour.
- Three times as sweet as sugar it allows you to reach the same amount of sweetness without adding refined sugar to your diet.

## US launches with Maple/Maple Syrup claim, 2011-2015, by Category



# ProDry Specialty Powders

This is a convenient alternative to liquid **maple** syrup. It avoids the inherent waste and sanitation problems of liquid syrup. This product has a full, consistent, maple flavor that will enhance, intensify, and compliment other ingredient flavorings.

## Market Examples:

Dreyer's Slow Churned Vermont **Maple Syrup** Light Ice Cream contains vanilla light ice cream with 100% Vermont maple syrup and maple toffee pieces. Positioning claims: Hormone Free, Kosher, Low/No/Reduced Calorie, Low/No/Reduced Fat, No Additives/Preservatives, Slimming

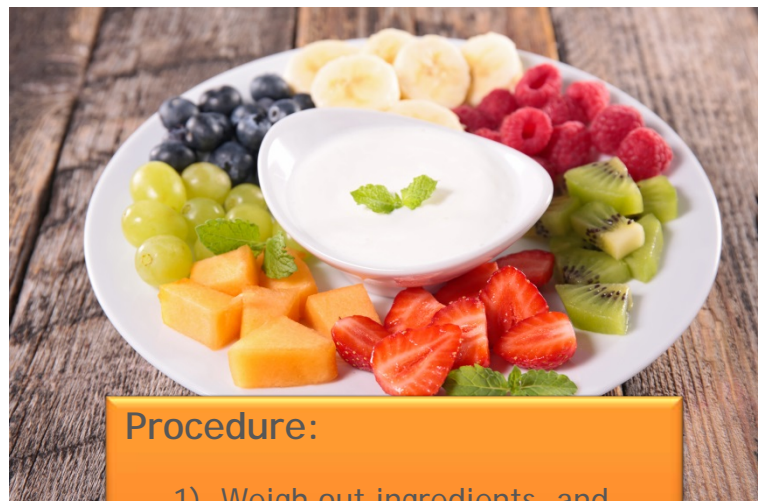


Essential Everyday Maple Syrup Breakfast Sausage is now available. The USDA inspected product retails in a 12-oz. pack. Positioning Claims: Economy



## Demo - Maple Dip

Ingredients	Percent
Cream Cheese	48.82
Marshmallow Creme	37.56
ProDry® IP Maple Syrup Powder 19050	13.62
<b>TOTAL</b>	<b>100.00%</b>



### Procedure:

- 1) Weigh out ingredients, and mix thoroughly. (Dip must be kept in refrigerator)