



ENHANCED CREAMERS



OVERVIEW

Consumers are actively seeing health benefits in the products they are buying. Highlighting specific nutrient qualities on your packaging enables brands to target consumers who find those benefits appealing.

Play into this important trend by trying our VitaCholine enhanced creamer **Centennial 75-MCT CCL**. It is a low carb, spray dried powder with VitaCholine at a level to utilize nutrient content claims as a **“Good Source”** or an **“Excellent Source”** of Choline. Formulations and technical assistance are available upon request.



ESSENTIAL NUTRIENT

According to the National Health and Examination Survey (NHANES), 90% of the US population does not consume enough of the essential nutrient, choline, in their diet. Choline is materially important in the following areas:

- Brain Development & Function
- Cardiovascular Health
- Fitness & Energy
- Liver Function & Fat Metabolism

VitaCholine is an excellent, cost-effective means to deliver the therapeutic benefits consumers are seeking. As a single ingredient or part of a SensoryEffects powder system, VitaCholine is easily incorporated into your products.

VitaCholine.com





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FEATURES AND BENEFITS

MCT Oil

- Quickly metabolized
- Enhances energy
- Lower caloric content than other fats
- Increases circulating ketones which support cognitive function

Choline

- Supports fat metabolism by transporting fat from the liver and complements carnitine's role
- Works with the B-vitamins, which help the body get energy from food
- Helps the brain send messages
- Defends against homocysteine, a pro-oxidant associated with negative impact on heart health



PRODUCT SPOTLIGHT

Centennial 75-MCT CCL

- VitaCholine enhanced
- Low carb
- Medium chain triglyceride oil
- No soy allergens



APPLICATIONS

- Instant shakes & smoothies
- Sports nutrition
- Meal replacement shakes & bars
- Overall health & wellness products

Choline claims are backed by strong science and regulatory support, including:

- 6 FDA reviewed structure-function claims in the US
- 3 EFSA approved claims in Europe
- US Nutrient content claims available
- The FDA has proposed a Recommended Daily Intake (RDI) for choline to be included on Nutrition Facts panels, along with a % Daily Value
- According to current NOP guidelines, choline is acceptable for use in Organic and made with Organic products