

CASE STUDIES



ALOE VERA

BASED BEVERAGE



Challenge

- Vitamin C is highly sensitive to the production processes and temperature changes fluctuations inherent in beverage manufacturing. In this case study, the company identified a significant depletion of vitamin C during the pasteurization process. Their objective was to maintain appropriate vitamin C levels in the finished product.

WIN America's Solution

- WIN Group's dedicated R&D team investigated the process and developed the precise formulation required to prevent vitamin C depletion during production while ensuring that the vitamin C remained intact throughout the beverage's shelf life.



Impact

- Today, we supply 64,000 lbs annually to this client, who remains highly satisfied with the customized product. Additionally, we serve other clients, primarily (manufacturers of multivitamin or immunity blends, who choose) our premixes containing vitamin C due to the excellent stability observed throughout the production process.

