



## CASE STUDIES



### INTERNATIONAL BREWERY, MEXICO DIVISION

## Challenge

- In this case study, the company aimed to develop a novel fortified energy drink without the inclusion of, synthetic vitamins. They also sought to streamline their production process. They turned to the, WIN Group to find a solution.

## WIN America's Solution

- We successfully introduced a vitamin C premix derived directly from natural extracts. The premix was meticulously designed for high solubility, facilitating its seamless integration into the beverage manufacturing process. We tailored the natural vitamin C premix to meet the client's nutritional requirements, considering processing conditions, shelf-life, and flavor.

## Impact

- With WIN Group's premix, this newly fortified energy drink became the market's first to feature a vitamin premix sourced entirely from natural origins. Our premix enabled the customer to streamline their production process, as they now required only one vitamin blend instead of many individual ingredients. Additionally, our certifications provided the client with assurance that our premix products adhere to international standards.