



CASE STUDIES



Challenge

- Isotonic drinks typically possess a salty taste due to their chemical composition, where the incorporated salts overpower the beverage’s flavor. In this case study, the company approached WIN Group with the objective of enhancing the flavor of their isotonic beverages.

WIN America’s Solution

- Leveraging our mineral technology, our dedicated R&D team successfully eliminated the salty taste, offering consumers a delightful and refreshing beverage experience. We utilized innovative ingredients, distinct from the standard products, to achieve a clean, low-mineral flavor that harmoniously blended with the beverage’s other flavors and sweeteners.

Impact

Presently, we supply 40,000 lbs per year of of premixes to isotonic beverage companies. Our success in this sector is attributed to our premix's superior solubility, extended shelf-life stability, and exceptional flavor than compared to other premixes. Our capacity to customize premixes with the latest minerals from the international market has contributed to our clients’ market success.