

Bronson and Jacobs – A Sweet Bit of History

Back in 1946, Jack Jacobs started the B&J business from an old post office in Sydney, importing essential oils and waxes for the confectionery industry. The B&J business grew from there into the \$200m business it is today. The confectionery offerings grew too, with a range that now encompasses Gums, Emulsifiers, Lecithin, Waxes, Flavours, Colours, Acidulants, Sweeteners, Cocoa products, Hydrocolloids, Essential oils and Aeration agents.

Product Manager for Confectionery, Chas Moore manages this ever evolving portfolio and supports the team responsible for sales management of the confectionery industry. Chas is excited to take on the latest products to join the B&J stable, Neotame from Nutrasweet and the Barry Callebaut range of Cocoa products. Chas says, "The Nutrasweet agency is a recent addition to the B&J portfolio, and Barry Callebaut comes via the Woods and Woods acquisition, both add significant depth to the confectionery ingredients on offer and give customers an even more complete portfolio from B&J"

Neotame is the latest innovation from the Nutrasweet Company, well known as the market leaders in Aspartame. Neotame is 7,000 to 13,000 times sweeter than sucrose. Its potency varies depending upon the amount of sweetness required and the actual application in which it is used. Its high potency allows for significantly less total sweetener to be used, making it a very cost effective source of sweetness.

Neotame is already achieving great success in many applications including confectionery, where its use in chewing gum has produced impressive results in prolonging sweetness and flavour in mint chewing gum. It also potentially allows for a reduction in flavouring.



Neotame maintains its sweetness profile longer than other sweeteners and this is what allows the flavour to be maintained over time, as sweetness and flavour are closely linked.

Neotame in chewing gum has a clean sweet taste and no off notes that are often associated with alternative sweeteners. It can be used as the major sweetness contributor or as a blended sweetener either with other high intensity sweeteners or sugar, it can also be used to replace a portion of the sweetness or augment existing sweetness. Neotame shows sweetness and flavour extension even when used in a blend with other sweeteners including sugar.

One study showed that after adding Neotame to a 100% sugar sweetened gum, the gum maintained a significant level of sweetness and mint flavour, as well as being the preferred product after 20 minutes of chewing compared to the 100% sugar control.

The approximate concentration for a Neotame sweetened chewing gum is about 100 ppm(30-300ppm range), equivalent to about 3000 ppm of aspartame.

NutraSweet's extensive understanding of sweeteners can assist confectionery product developers in optimising sweetness in their products.

Rounding out the range on offer is **Barry Callebaut**, the third largest cocoa grinder in the world. Working closely with the cocoa growing communities in Tanzania, Ivory Coast and Brazil, Barry Callebaut aims to create a sustainable cocoa business that benefits the local communities it works with as well as supplying a superior range of cocoa products that include organic and fair trade.

The Barry Callebaut range of unique cocoa solutions includes Cocoa liquor, Cocoa butter

and a comprehensive range of Cocoa powder. The Cocoa powders include grades suitable for Chocolate, Ice Cream, Dairy products, Biscuits, Instant beverages and Tobacco.

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