

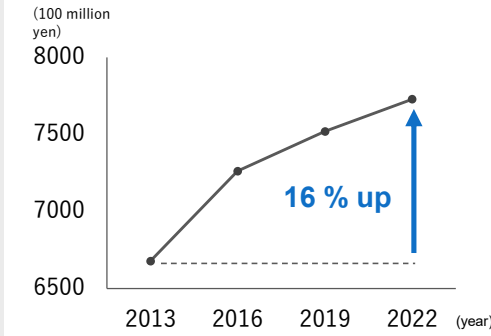
Flavors to Enhance Carbonated Sensation



- Enables carbonated drinks with **stronger stimulation** and **refreshing feeling**
- Keeps **carbonated sensation** when gas pressure drops

Point 1

Carbonated beverage sales in Japan

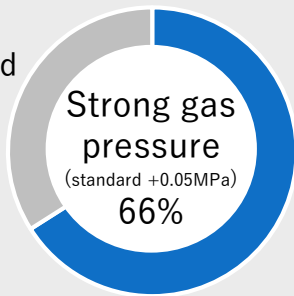


source: Soft Drink Statistics 2023 (Japan Soft Drink Association) created by processing data

Point 2

Preference of carbonated gas pressure

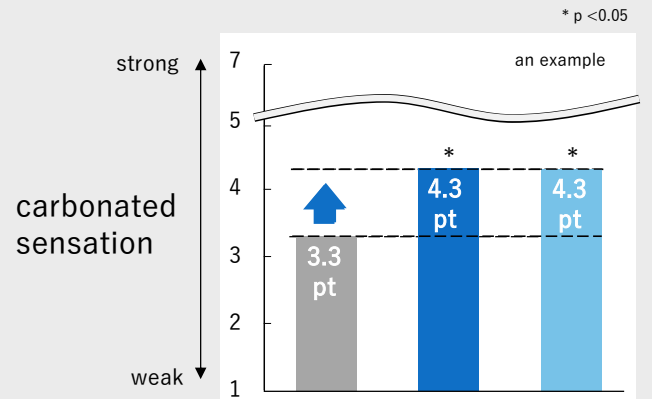
standard
34%



P<0.05 N=174
according to our research

Point 3

Effect for carbonated beverage



gas pressure (MPa)	0.30	0.30	0.37
Lemon Flavor	-	+	-

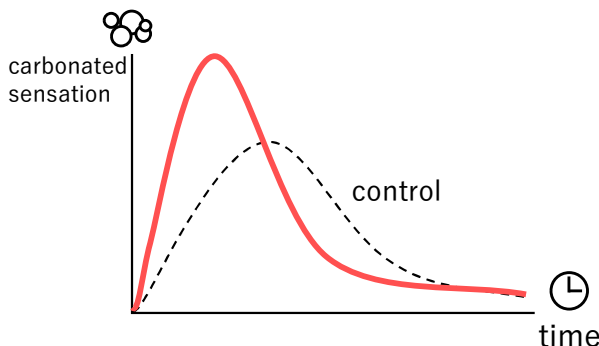
Enhances carbonated sensation
equivalent to 0.07MPa gas pressure

Lineups

Lemon Flavor imparts different type of carbonated sensation

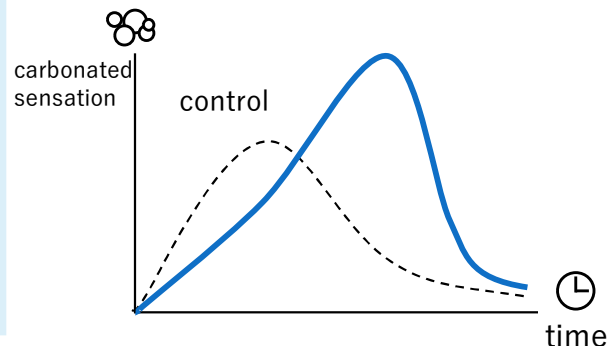
Top & Middle type

Top note with stronger impression of carbonated sensation



Middle & Last type

Long-lasting carbonated sensation



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