

PRESS RELEASE

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Food Ingredients Asia 2023 – WACKER Launches CAVAMAX® Foam Topping Powder for Asian Cold Beverage Market

Munich, September 19, 2023 – At this year's Food Ingredients Asia, WACKER is showcasing its new CAVAMAX® Foam Topping Powder, a cyclodextrin-based product with a ready-to-use formulation to create creamy foam toppings for cold drinks like tea, coffee and juice. Currently, the product is only available in China and Southeast Asia. FI Asia, ASEAN's largest food & beverage ingredients event, will be held in Bangkok, Thailand, from September 20 to 22.

In Asia, trendy cold beverages are booming. Consumers are looking for personalized experiences in their daily lives, while at the same time demanding healthy choices to support their overall wellbeing. Younger generations with an increasing amount of disposable income are asking for innovative products that reflect their new, individualized lifestyle. As a result, the number of specialty tea and coffee shops is constantly on the rise, as is the market for "to go" and delivery options.

With the ready-to-use CAVAMAX® Foam Topping Powder, WACKER is offering a new product to add value to these trends. The new solution is based on CAVAMAX® W6 cyclodextrin, which is derived from corn starch. CAVAMAX® Foam Topping Powder creates a

higher foam volume, while ensuring a creamy texture. WACKER's solution can enable long foam stability and boasts a fine homogenous pore structure – an advantage considering the increasing popularity of on-the-go consumption among consumers. Thanks to the new product showcased at FI Asia, the foam toppings of cold beverages like tea, juice or coffee gain another valuable characteristic: a smooth and creamy mouthfeel.

CAVAMAX® Foam Topping Powder is easy to store and is fat-, oil-, and dairy-free. It is easy to use and therefore highly versatile for various innovative drinks. It can be whipped simply by combining it with other liquids to create an innovative texture.

Visit WACKER at FI Asia 2023, DKSH Booth H01 and the co-located Vitafoods Asia, Booth D42.

For more information on CAVAMAX® Foam Topping Powder go to:

[WACKER Insights: Foam Topping](#)






WACKER foam toppings (images: WACKER)

Images available for download at:

<http://www.wacker.com/pressreleases>

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The Company in Brief:

WACKER is a global chemical company with some 15,700 employees and annual sales of around €8.21 billion (2022). WACKER has a global network of 27 production sites, 26 technical competence centers and 50 sales offices.

WACKER SILICONES

Silicone fluids, emulsions, rubber grades and resins; silanes; pyrogenic silicas; thermoplastic silicone elastomers

WACKER POLYMERS

Polyvinyl acetates and vinyl acetate copolymers and terpolymers in the form of dispersible polymer powders, dispersions, solid resins and solutions

WACKER BIOSOLUTIONS

Biotech products such as cyclodextrins, cysteine and biologics, as well as fine chemicals and PVAc solid resins

WACKER POLYSILICON

Polysilicon for the semiconductor and photovoltaic industries