

**Confectionary:** Boost productivity/Optimise formulation cost

## How we helped protect gummies against acacia gum price volatility

### Opportunity

Panning is a critical process in confectionery manufacturing, creating the durable, crack-resistant shells that define the appearance, texture, and shelf life of products like chewing gum and dragées. Acacia gum has long been the go-to binder and film-forming agent for this process — but its supply is volatile and increasingly unreliable, leaving manufacturers exposed.

### Customer Challenge

Facing mounting supply chain disruption and price volatility in acacia gum, a customer needed to secure their panning production with a more reliable alternative — one that could deliver the same technical performance in coating and texture without requiring process or equipment changes.

### Solution

We recommended GENU® Pectin as a nature-based, consumer-friendly alternative with a stable and reliable supply chain. It delivered optimal coverage and a smooth surface finish, performed on existing equipment and processes, and proved easier to dissolve than acacia gum — directly improving line productivity.

### Differentiation

We brought both deep pectin expertise and genuine collaboration to the challenge. Working closely with the customer's team, we developed a solution with affordability and productivity at its core — delivering the coating performance and sensory quality of acacia gum, with greater supply confidence and a lower cost-in-use.

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## The value you get

### Formulation Cost Reduction

**From:**  
**2% of acacia gum with  
volatile supply and price**

**To:**  
**0.5-0.8% of pectin with  
stable supply and price**

### Clean Label

Derived from citrus peels, a by-product of the juice industry  
Nature-based consumer friendly solution



### Target taste profile

Stable and reliable supply and price 2 to 4 times lower dosage compared to acacia gum



### Shielded against volatility

Stable and reliable supply and price 2 to 4 times lower dosage compared to acacia gum



### Potential Cost Reduction

**25-50%**

