



Merrick's **TECH BULLETIN**

Merrick Flavor 2001

Merrick Flavor 2001 is designed and formulated “exclusively” for inclusion in Merrick’s Milk Replacers. The unique and pleasant “Sweet Milky Cream” Merrick flavor agent is specifically constructed to stimulate appetite and milk replacer intake. A one-of-a kind combination of taste, aroma and taste enhancing compounds were used in Merrick Flavor 2001. The special palatability agent was developed and formulated to compliment the natural palatability of Merrick’s milk replacers and to act synergistically with the ingredients used in Merrick’s milk replacers.

Palatability is a combination of sensory perception, taste and smell and, to a lesser extent, elements such as texture and mouth feel, etc. A truly effective palatability agent must contain both a palatability enhancer and feed attractant element. Merrick Flavor 2001 contains both palatability enhancer and feed attractant components.

A palatability enhancer is added to enhance or increase the taste of a diet or stimulate the gustatory system. Taste provides the calf with valuable information about the nature and quality of food. A feed attractant is a substance that stimulates the olfactory system and helps the animal locate and identify food. Adding just a feed attractant does not mean an animal will consume the diet.

Merrick Flavor 2001 is a complete and balanced flavor that contains three elements

Top Notes: highly aromatic and volatile ingredients which boost the flavors character (First Impression) and provide the feed attractant element

Mid Notes: assist in defining or adding authenticity to the flavor (Body) by enhancing, modifying and broadening the flavor profile – Palatability enhancement

Base Notes: contribute body and depth to the flavor (Main Flavor & Long Lasting) - Palatability enhancement

Merrick Flavor 2001 remains active long after other flavor agents have lost their potency. This ability ensures the milk replacer will taste and smell fresh on delivery and continue throughout storage and feeding. The flavor is formulated with modern flavor technology to maintain stability in order to provide Merrick milk replacers with a powerful aroma following reconstitution with water.

The distinctive flavor is particularly attractive to young calves, ensuring consistent palatability and milk replacer intake even when appetite is depressed due to stress. Merrick Flavor 2001 optimizes the animal’s acceptance and enhances the natural palatability of milk replacer. Merrick Flavor 2001 is the most complete flavor/aroma agent available ensuring a unique product identity, improving milk replacer recognition and milk replacer intake.

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Overview of the unique components/design in Merrick Flavor 2001

Main Heart and Base Notes

provides and enhances the milk flavor and milk replacer ingredients – provides body to the Sweet Flavor Element

Sweet Flavor Element

synergies with Heart & Base Notes component which add to palatability and provides aromatic consistency

Taste Enhancer Component

combination of taste enhancing compounds which are extremely attractive to young calves

- Enhances inclusion flavor
- Enhances flavors of quality raw materials
- Replaces the “lost flavor” of low taste ingredients
- Improves mouth feel - binds to taste buds
- Stimulates feeding response

Features:	Benefits:
Palatability Enhancer & Feed Attractant	Balanced flavor Enhanced palatability
Highly preferred aroma and taste elements	Entices calves to consume milk replacer Attracts calf to milk replacer Reinforces milk replacer intake Consistent intake
Blend of taste enhancers and modifiers	Intensified taste and aroma qualities Enhances taste of palatable elements in milk replacer
Formulated with stable taste and aroma ingredients - enhanced stability	Flavor which survives storage and feeding conditions to encourage and reinforce intake
Consistent and uniform aroma in different milk replacers	Versatile

MERRICK’S, INC.

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