

Israel's gummy supplement manufacturer TopGum launches caffeine gummies

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Gummy supplement manufacturer TopGum has launched Gummiccino, its new line of high-dosage caffeine gummies. The product marks the first use of TopGum's new proprietary microencapsulation technology designed to enhance flavour and boost absorption. The functional gummies are infused with an extract of *robusta* coffee beans (*Coffea robusta*) that captures the genuine aroma, flavour, and colour of coffee.

The gummy delivery system has been capturing the nutraceutical market, with research showing that the gummy is fast becoming Americans' favourite way to take supplements. According to Innova Market Insights, gummy supplement launches grew by 54% in the five-year period from 2017-2022 globally. This marks it as one of the fastest-growing supplement segments.

For its new coffee line, TopGum offers a choice of three flavours: espresso, cappuccino, and mocha. TopGum's global customer base, which includes major food and supplement companies, can customise the Gummiccino matrix by adjusting dosage, flavour, colour, shape, and size.

Each serving of two coffee gummies contains 40 mg of caffeine, which is equivalent to a standard espresso shot. According to the International Coffee Organisation, between June 2020 and June 2021, Europeans consumed 242 million kilograms of coffee. Including the UK (21.8 million kgs) and Switzerland (9.3 million kgs) into that figure, a staggering total of 273 million kgs of coffee were consumed.

The company plans to leverage its TopCaps technology to formulate more innovative gummy-based products that cater to specific consumer needs.