



# UBLC

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# TECH BRIEF

## A Cinnamon Beer with *Cinnamomum zeylanicum*

**Technical Problem:** Nevertheless, the cinnamon beer types in the market do not provide the real essence of the true cinnamon and do not develop with Ceylon cinnamon extracts renowned to the world with true health benefits. The solution is to develop an alcoholic beverage with a unique cinnamon taste. Cinnamon beer with *Cinnamomum zeylanicum* is a novel beer beverage that contains pure cinnamon leaf and bark extracts.

**Inventiveness:** Beer is a years-old beverage that has gained consumer attraction worldwide, representing all the regions, and its most simplistic form undoubtedly represents humankind's oldest biotechnology in food and Cinnamon is a widely used term globally, but true cinnamon has gained only limited awareness with the authentic benefits among the international consumer community.

**Market Applications:** This beer contains a unique taste profile with pure Ceylon cinnamon extracts and provides the numerous health benefits by keeping the characteristics of natural cinnamon aroma and taste of cinnamon which has refreshed taste with a unique flavor.



**Value Propositions:** Ceylon cinnamon has been known worldwide for its unique taste and its well-recognized quality since the ancient era. Sri Lankan cinnamon (*Cinnamomum zeylanicum*) is considered the most authentic in the world, and the country owns the majority of the world true cinnamon market. However, most of the cinnamon produced in Sri Lanka is exported as raw material, and minor value addition is done locally. Still, it is a known fact that the value addition consists of higher marking in the international market than the local.

Demand for alcoholic beverages does not reduce, and various beer types keep being introduced to the market. Local and international markets keep seeking new tastes and healthy beer to consume by reducing the harmful effects with a unique taste. Functional benefits are one of the most discussed topics related to food and beverages nowadays.

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