

TECH BRIEF

A Cinnamon Elixir with *Cinnamomum zeylanicum*

Technical Problem: Most cinnamon products and beverages come to the world market from Cassia cinnamon with higher coumarin content. Therefore, we have invented a product to preserve natural properties of true cinnamon which contain no or trace amount of coumarin and tannin. No chemicals were used to purify or separate aqueous cinnamon extract.

Inventiveness: This provides a novel elixir that has Cinnamon flavour with *Cinnamomum Zeylanicum*. The true cinnamon (*Cinnamomum Zeylanicum*) lacks coumarin, which is scientifically proved to be a liver toxicant in humans. The cinnamon elixir is prepared from Ceylon cinnamon bark. This cinnamon elixir has unique Ceylon cinnamon flavours with less coumarin and tannin, which other interesting beverages can dilute to get the sweet cinnamon flavour and packed health benefits.

Market Applications: Our extraction method here can be used in other commercial products as it preserves the natural cinnamon flavour and aroma. Furthermore, less tannin content reduces the bitterness of the extract and its characteristic yellowish-brown colour, which is advantageous when mixing the cinnamon extract with other products.



Value Propositions: Elixir and bitters are medicinal extracts made up of herbs and concentrated alcohol. This elixir is mixed with other additives to increase its flavour. Consumers would get several rewards for their health and physical strength when consumed. Elixir is a concentrated herbal mixture with medicinal benefits and legend for rapid change of physical strength.

Adding cinnamon into a non-alcoholic elixir demands its medicinal benefits, flavour, and odour. Consumers have an emerging perception of cinnamon beverages over other beverages and have enormous potential to develop beverages from cinnamon in the modern world. This paves the market avenues for various flavours that claim health benefits.