

Furthermore, with a permanent desire to reduce costs, manufacturers constantly seek improvements in their already existing recipes without, however, having an impact on the organoleptic qualities of the final products. These cost reductions that are sought involve for example the reduction of expensive ingredients, such as the gum base and/or the amount of flavoring used.

Numerous research studies have already been carried out on the persistence of the taste by numerous companies. The applicant has also worked on this subject and mention may be made in this respect of patent EP 0 664 960 B in which the applicant demonstrated that it was possible to improve the organoleptic property of a chewing gum, and in particular to improve the taste and flavor in terms of impact and duration, by incorporating therein, as pulverulent phase, maltitol with a maltitol purity of greater than 95% and a particle size such that 50% of the maltitol particles in the chewing gum are less than 90 microns in size.

In wishing to further improve upon the prior art and especially to satisfy the ever more demanding expectations of consumers, the applicant thus sets itself the task of obtaining a novel chewing gum having all the desired characteristics with a reduced amount of gum base in the final product, with no impact on the organoleptic properties, and in particular on the chewing volume and/or on the aromatic note perceived during chewing by consumers.

SUMMARY OF THE INVENTION

In one aspect, the present disclosure relates to a chewing gum composition characterized in that it comprises between 30% and 70% by weight of a bulking agent other than maltitol having a specific surface

5 | area, determined by the BET method, of less than
0.5 m²/g, preferably of between 0.3 and 0.5 m²/g, said
specific surface area being measured on a fraction of
250 μm to 841 μm, the percentages being expressed by
weight relative to the total weight of the chewing gum
composition used.

10 | After numerous research studies, the applicant has
found that, surprisingly and unexpectedly, it is
possible to obtain a chewing gum which has all the
organoleptic characteristics of a prior art chewing

gum, by using a bulking agent other than maltitol which has a particular specific surface area and, preferably, a given porosity.

- 5 The use of this quite particular bulking agent makes it possible, *inter alia*, to reduce the amount of gum base used in the processing of the chewing gum compositions.

10 | Thus, the disclosureinvention relates to a chewing gum composition characterized in that it comprises between 30% and 70% by weight of a bulking agent other than maltitol which has a specific surface area, determined by the BET method, of less than $0.5 \text{ m}^2/\text{g}$, preferably of between 0.2 and $0.45 \text{ m}^2/\text{g}$, and preferably between 0.1 and $0.3 \text{ m}^2/\text{g}$, said specific surface area being measured on a fraction from $250 \text{ }\mu\text{m}$ to $841 \text{ }\mu\text{m}$.

20 | According to the disclosureinvention, this chewing gum composition is also characterized in that the bulking agent preferably has a porosity of less than 0.0085 ml/g , preferably less than 0.0080 ml/g and even more preferentially less than 0.0070 ml/g .

25 Said bulking agent is between 30% and 70%, preferably between 40% and 60%, and even more preferentially between 45% and 55% in the chewing gum composition according to the disclosureinvention, the percentages being expressed by weight relative to the total weight of the chewing gum composition used.

30 | Still according to the present disclosureinvention, said composition is also characterized in that the bulking agent other than maltitol is a pulverulent composition chosen from non-cariogenic carbohydrates, and/or fibers and/or monosaccharides and/or any mixtures thereof, preferably from non-cariogenic carbohydrates, and even more preferentially from polyols and/or allulose and/or any mixtures thereof.

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According to one embodiment of the ~~invention~~disclosure, the chewing gum composition comprises a bulking agent chosen in particular from the group comprising sorbitol, xylitol, erythritol, isomalt, isomaltitol, lactitol, alpha-D-glucopyranosyl-1,6-sorbitol (= 1,6-GPS), alpha-D-glucopyranosyl-1,1-maltitol (= 1,1-GPM), alpha-D-glucopyranosyl-1,1-sorbitol (= 1,1-GPS) and mixtures thereof.

Preferably, said bulking agent is sorbitol, more preferentially having a purity greater than 95% by dry weight of sorbitol.

The chewing gum composition according to the ~~disclosureinvention~~ comprises:

- from 10% to 28%, preferentially from 15% to 25%, and even more preferentially 20%, of at least one gum base,
- from 30% to 70%, preferably from 40% to 60%, and even more preferentially from 45% to 55%, of a bulking agent other than maltitol which has a low specific surface area, i.e. less than $0.5 \text{ m}^2/\text{g}$, measured on a fraction from $250 \mu\text{m}$ to $841 \mu\text{m}$,
- from 0.1% to 5%, preferentially from 0.5% to 3%, and even more preferentially from 1% to 1.8%, of at least one flavoring,

the percentages being indicated by dry weight relative to the total dry weight of said composition.

~~Finally~~In another aspect, the ~~present disclosureinvention~~ also relates to the use of a bulking agent other than maltitol which has a specific surface area, determined by the BET method, of less than $0.5 \text{ m}^2/\text{g}$, preferably of between 0.2 and $0.45 \text{ m}^2/\text{g}$, and preferably between 0.1 and $0.3 \text{ m}^2/\text{g}$, said specific surface area being measured on a fraction from $250 \mu\text{m}$ to $841 \mu\text{m}$, in the production of chewing gums and/or in