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(54) Title: FLAVOUR

(57) Abstract: A beer beverage comprising 4-vinyl phenol (4VP) and 4-vinyl guaiacol (4VG) in the 4VG:4VP weight ratio of from 2.5 – 10, the overall weight proportion of 4VG and 4VP in the beverage being from 0.1 ppm to 0.6 ppm. The compounds provide desirable beer flavor characteristics to both beers and non- alcoholic beer beverages deficient in these characteristics.



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