Activated carbon is an effective technology that improves the quality of beverages by removing undesired compounds, such as color, odors and organic impurities from fruit juices and concentrates, wine, distilled liquors, beer and malts. Calgon Carbon products purify the essential ingredients used in beverage production, such as CO\textsubscript{2}, water and other ingredients, creating a high-quality finished product with a superior appearance, scent and flavor.

**Applications**

- **Brewing and Bottling**
  Carbon is used to remove color and taste impurities from beer to produce ‘clear’ beers and other flavored malt beverages.

- **Carbon Dioxide (CO\textsubscript{2})**
  Removal of off-flavors and odorous compounds like H\textsubscript{2}S and mercaptans from CO\textsubscript{2} which is a natural by-product recovered during the fermentation process.

- **Distilled Liquors**
  Removal of aldehydes and fusel oils which influence the taste and odor of distilled spirits. Decolorization of certain liquors including rum, sake and vermouth. Treatment with carbon also provides aging stability during brandy and whiskey production.

- **Fruit Juices and Concentrates**
  Color reduction and removal of unwanted flavor impurities formed during fruit juice processing. Removal of Patulin, a mycotoxin that originates from mold found on fruits, most commonly apples.

- **Odor Control**
  Removal of odors generated during the fermentation process in bottling and brewing applications.

- **Water**
  Water is a key component in beverages like soft drinks and beer. Removal of trace organics, chlorine, chloramines, residual tastes and odors from municipal drinking water sources improves beverage consistency and quality. Water purification also includes reduction of TOC from wastewater.

- **Wine**
  Correction of color, hue and taste in white and red wines.