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PRESS RELEASE

Prinova invites manufacturers to start their product journey at the touch of a screen

Prinova Europe is showcasing its capacity to provide comprehensive product solutions via an interactive touchscreen and expert-led information station at Food ingredients Europe (6-8 December).

Using the touchscreen, visitors will be able to access details of ingredients from the 2000 products Prinova offers, download them via QR code directly to their smartphones, and discuss solutions with product, technical and marketing experts at the information station.

Everyone who uses the touchscreen and leaves their details will also be entered into a draw to win the new tenth generation iPad.

James Street, Director of Marketing EMEA & APAC at Prinova Europe, said: "The interactive touchscreen and information station are a great way to showcase how we support our customers on every step of their journey with Prinova, from concept to completion and value creation. They demonstrate the wealth of product expertise, market knowledge and infrastructure available in our one-stop-shop solution, ensuring the security, stability and confidence of supply that customers need in a volatile and unpredictable world."

Prinova will also highlight a range of innovative food and beverage concepts that demonstrate its commitment to helping manufacturers meet their consumers' needs for clean-label products with additional functionality and optimal taste.

These include:

- **Mochi ice cream** made with Treha™, a natural sugar which enhances freeze-thaw stability and inhibits starch retrogradation in the rice dough, preventing it from drying out and ensuring these on-trend desserts remain soft and chewy.
- **Yuzu & Ginger EAAlpha™ Boomer Boost**, a healthy ageing drink designed to prevent the decline of muscle function with age. In clinical trials, EAAlpha™ accelerated recovery from knee and hip injuries compared to standard care.
- **Strawberry & Elderberry Beauty Boost**, a collagen drink formulated with marine collagen and eight key vitamins and minerals, together providing a structural protein and nutrient mix that nourishes skin, hair and nails from the inside out.

- **Pina Colada Body Boost**, a beverage made with clinically researched marine-sourced Aquamin® calcium and magnesium to support normal energy-yielding metabolism, plus natural caffeine and AlphaTea™ – a branded L-theanine sourced from green tea extract which helps to reduce stress and, when paired with caffeine, boosts cognition.

James Street added: “Research shows 70% of consumers globally believe it’s important that food and drink are 100% natural,¹ and that certainly echoes our experience – we are seeing a growing focus on plant-based ingredients and an eagerness for functional, natural products. Translating global trends into real concepts is at the heart of what we do to help our customers maximise the opportunity within these areas.”

FiE 2022 takes place in Paris from 6-8 December. Prinova Europe will exhibit at Stand 4.B80. For more information, visit: www.figlobal.com

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About Prinova Europe

Prinova is a leading global supplier of ingredients and premix manufacturing solutions for the food, beverage and nutrition industries. Prinova holds strategic stocks in numerous distribution centres around the world to ensure continuity of supply and has liquid and dry premix manufacturing facilities in the UK, China and the USA. Prinova’s premix business is underpinned with over 40 years of experience in ingredient sourcing and distribution, servicing their customers with global inventories, market expertise and leading market positions in Vitamins, Amino Acids, Sweeteners, Preservatives, Proteins, Aroma Chemicals and more.

For more information visit: <https://www.prinovaglobal.com/eu/en>

Contact:

James Street, *Prinova Europe Limited*
james.street@prinovaeurope.com

Steve Harman, *Ingredient Communications*
steve@ingredientcommunications.com

¹ FMCG Gurus: The Future of Naturalness 2020