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Prinova and partners unveil multi-layer functional snack concepts at SupplySide Global

Las Vegas, NV – 17 October 2025 — Prinova, a global leader in ingredient solutions and functional nutrition, will debut two multi-layer high-protein snack concepts at SupplySide Global (October 29th–30th in Las Vegas).

Developed in partnership with a team of industry experts and ingredient innovators, the new prototypes showcase Prinova’s expertise and demonstrate how “collaboration at the top” is redefining functional snacking.

Prinova joined forces with PricePlow, the industry’s top collaborative media and marketing platform, as well as Savage Nutra, Master Foods Lab, Protein Science Lab and NutraMedia. The result was the concept of multi-textured snacks in which each layer carries its own distinct functional benefit. Rather than relying on simple protein fortification, every component features an ingredient targeting metabolism, longevity, or healthy aging.

Skinny Bites are lemon cake pastries based on two of Prinova’s plant protein products. Smooth Protein™ from pumpkin seed delivers a smooth mouthfeel and moist springy texture, and Microfuse™, a micronized pea protein, makes for a pleasant non-grainy texture. A raspberry cream filling combines vegan protein with Vitamin B12 for cellular energy, while other elements contain ingredients designed to boost GLP activity and support metabolic efficiency. Skinny Bites also contain TREHA™ trehalose, which helps with moisture retention and the smoothing out of flavor notes in high-protein products.

Meanwhile, Prinova hopes visitors will have a ball with its new **Longevi Spheres**. As well as Smooth Protein™ and TREHA™, the spherical pumpkin spice bites feature extra protein in the form of PurColla® hydrolyzed collagen. PurColla® is highly soluble, allowing for protein fortification without interfering with the structure of the cake. Functional layers in LongeviSpheres also include ingredients for immune and gut health, as well as eye health and antioxidant defense.

James Street, Global Marketing Director at Prinova, said: “These concepts demonstrate that the most meaningful breakthroughs occur when top brands unite. As well as highlighting Prinova’s expertise, they demonstrate what’s possible when formulation experts, ingredient suppliers, and creative partners come together to deliver functional foods that are as enjoyable as they are effective. It’s a project that exemplifies the synergy of science, creativity, and craftsmanship shaping the next generation of functional nutrition.”

Skinny Bites and Longevi Spheres will feature at SupplySide Global at Booth #5852, alongside a range of other Prinova concepts targeting consumer trends.

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About Prinova

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 centers around the world to ensure continuity of supply and has liquid and dry premix manufacturing facilities in the USA, China and the UK. In addition, its contract manufacturing facilities in **Salt Lake City, Utah** and **Spring Hill, Tennessee** are BRC Grade A, NSF- and GMP-certified, offering full-scale powder RTM and premix production, flavour development, and scale-up services to help brands bring concepts to market with confidence. Prinova's premix business is underpinned with over 45 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. Prinova joined the NAGASE Group in 2019. For more information visit: prinovaglobal.com