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Prinova highlights great-tasting, on-trend functional solutions at SupplySide Global

Prinova will showcase its functional nutrition capabilities in great-tasting concepts targeting consumer trends at SupplySide Global (29th to 30th of October in Las Vegas).

Research by the premix, blends, and contract manufacturing specialist shows that 53% of consumers cite great taste as the primary influence on purchase.¹ Backed by Prinova's turnkey contract manufacturing capabilities, the SupplySide Global concepts combine flavors with function and branded ingredients to demonstrate how manufacturers can develop innovative products that address key consumer trends. They include:

- **Peach Mango Clear Whey RTM beverage** – With 85% of consumers saying they plan to increase protein intake from 2024², this light and refreshing clear whey concept taps into the trend for clean-tasting, protein-packed options that deliver functionality without heaviness.
- **Chocolate Vegan Protein Blend RTM beverage** – This concept includes Prinova's Microfuse™ Pea Protein, a high-quality, premium sourced, micronized pea protein that delivers excellent solubility, smooth mouthfeel and a clean plant-based profile. A great option for vegan or flexitarian consumers, as 58% of consumers who increased plant-based consumption did so to have a healthier diet³; seeking both performance and indulgent chocolate flavour in a ready-to-mix format.
- **Cocoa Enhanced Brownie** – A rich indulgent brownie featuring Prinova's Cocoa Enhancer, which intensifies cocoa flavors while enabling up to a 30% reduction of cocoa in most applications. This delivers both cost savings and sustainability benefits without compromising on taste.
- **Paloma RTD Energy Drink** – A refreshing, mocktail-inspired energy beverage formulated with Prinova's cutting-edge Enhanced Energy Blend. Designed to fuel body and mind, the blend combines caffeine, Panax ginseng extract, L-carnitine, and guarana seed extract to support increased energy, mental focus, and endurance. Inspired by the growing sober-curious movement highlighted in Prinova's trends research⁴, this alcohol-free innovation offers a sophisticated and functional alternative to traditional beverages.

Dan Force, Vice President of Innovative Products at Prinova, said:

"SupplySide Global is the perfect stage to demonstrate our ability to help our customers turn emerging trends into successful market-ready products. For example, in protein, consumer trends are driving innovation in new end-use market applications, and new protein ingredient technologies are often required. Prinova is partnering with protein ingredient manufacturers, 3rd party R&D facilities and contract manufacturers, to optimize new protein ingredients to meet the growing needs of the market. We're also opening this network to our customers to fast-

1 Research conducted online between May and June 2024

2 Food Navigator, 2024

3 Mintel, 2024

4 Prinova, 2024 and 2025 Trends (2023)

track commercialization and help keep pace with the trend. SupplySide Global becomes the venue where all these elements of the supply chain can come together.”

Prinova will exhibit at Supply Side Global at Booth 5852.

Contact:

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

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