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PRESS RELEASE

## **Game on! Prinova to showcase solutions for sports and lifestyle nutrition at Vitafoods Europe**

*Premix expert focuses on sports nutrition, launches inspirational new concepts and announces expansion of its Omega-3 range*

Prinova Europe will highlight its sports nutrition capabilities and a range of new concepts to inspire innovative lifestyle products at Vitafoods Europe (9<sup>th</sup> to 11<sup>th</sup> May in Geneva).

Exhibiting at Stand #G40, the leading provider of bespoke premixes and blends will showcase its branded ingredients for sports nutrition, including:

- **enduracarb®** – an Informed Ingredient-certified carbohydrate for powering athletic endurance. As well as enhancing performance by optimally fuelling muscles, reducing insulin spikes and combating dehydration, it masks the bitterness of protein
- **Aquamin** – a range of plant-based, clean-label, marine multimineral-complex products supported by more than 40 peer-reviewed scientific publications
- **EAlpha™** – a patented, balanced blend of nine essential amino acids which delivers an optimal ratio for muscle protein synthesis.

Also on show will be four exciting new concepts to inspire R&D across a range of wellness and lifestyle categories:

- **Radiance Retainer:** A chewable gummy for beauty-from-within formulated to provide key nutrients for healthy skin and nails, including Prinova's biotin, zinc and Vitamin E
- **Move, Flex & Soothe:** A joint health drink containing six powerful ingredients, including research-backed anti-inflammatory Curcumin C3 Reduct® and Vitamin C
- **Chill Out Chocolate:** An indulgent, plant-based hot chocolate drink featuring AlphaTea™, a branded L-Theanine sourced from green tea extract, which is known to reduce stress
- **Hydrate & Replenish:** A refreshing, functional hydration beverage containing electrolytes from Cococin®, a freeze-dried derivative of coconut water.

James Street, Marketing Director EMEA & APAC at Prinova, said "At Prinova, helping manufacturers with their innovation and being by their side every step of the way is our *raison d'être*. Recognising the consumer sweet spot can help move the category value needle in the right direction, and we're really excited to have this opportunity to highlight our global consumer trend insights with these innovative and thought-provoking concepts. We look forward to welcoming Vitafoods visitors to

our stand to start their development journeys with the right products for the right consumers, everywhere, every day!"

Meanwhile, Prinova has announced an expansion of its anchovy and tuna Omega-3 oil range. It now includes oils from Peru, Europe, and Chinese refined oil grades. All the products in the range are MSC- and FoS-certified to guarantee that fisheries are well managed.

For more information visit: <https://www.prinovaglobal.com/eu/en/resources/events/vitafoods-europe-2023>

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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>

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