



22nd November 2023

Prinova invites food and beverage industry to “discover potential” at Fi Europe

Prinova will demonstrate how its capabilities and trend insights can help drive category growth at Food ingredients Europe 2023 (28th to 30th November in Frankfurt).

With a theme of “discover potential”, the leading provider of bespoke premixes and blends will showcase a range of new concepts that reflect current trends and highlight white space in the food, beverage and nutrition categories.

They will include a white chocolate matcha flavour plant protein powder blending pea and fava bean protein isolates and delivering 22g of protein per serving. The concept demonstrates how manufacturers can meet a key market need: in a recent Prinova survey, 42% of active consumers named plant proteins as one of the ingredients they most looked for in sports nutrition products.*

Prinova will also demonstrate opportunities to meet the growing demand for solutions for cognitive performance and energy. Featuring L-Tyrosine, taurine and natural caffeine, its tutti frutti flavor **Gaming Gummies** are designed to be a “go-to” for gamers. Meanwhile, its **Memory & Focus Chocolates** contain a blend of botanical extracts with a cognitive performance positioning.

Other concepts on show will include a peach iced tea flavour **Focus Energy Drink** containing Bacopin®, a bacopa monniera ingredient which, studies show, may help improve memory and attention.

James Street, Marketing Director, EMEA & APAC at Prinova, said: “Whether it’s the plant-based revolution or the growing demand for nootropics, there are opportunities everywhere. However, to realise the potential, you need a partner with the expertise to help you bring your innovative new products to market. At FiE we’ll be demonstrating the full range of Prinova’s capabilities – not just our world-leading ingredients and premix solutions, but also our insights into emerging trends and changing consumer needs.”

Prinova will exhibit at Fi Europe at Stand 3.1G180.

*Prinova White Paper, ‘State of Play: New insights into the changing sports nutrition market:
<https://www.prinovaglobal.com/eu/en/resources/white-paper/new-insights-into-the-changing-sports-nutrition-market>

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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:

Steve Harman, *Ingredient Communications*

steve@ingredientcommunications.com