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PRESS RELEASE

Prinova launches new premixes for the plant-based revolution

Prinova has launched a range of premixes for dairy replacement products, to help manufacturers respond to what it describes as a plant-based “revolution”.

In a new White Paper, the company highlights the growing prevalence of vegan and other non-dairy diets and its impact on plant-based markets. The dairy alternative market is projected to grow from USD 21.4 billion globally in 2020 to USD 36.7 billion by 2025 — a CAGR of 11.4%.¹ Similarly, the plant-based protein market is predicted to increase from USD 10.3 billion in 2020 to USD 14.5 billion by 2025 – a CAGR of 7.1%.²

The shift towards plant-based diets has created new nutritional challenges. Although vegans generally obtain enough protein, it can be hard for them to consume some micronutrients in sufficient quantities. Vitamin B12, for example, is absent from virtually all plant-based foods.

In order to help manufacturers meet this need, Prinova has developed new nutrient-rich premixes for dairy replacement products, and new recipes to demonstrate how well they work. Made from Prinova’s 85% pea protein, its plant-based milk is smooth and creamy with a full yet light mouthfeel. Meanwhile, its pea protein yoghurt is whiter than most plant-based alternatives on the market.

A single serving of each recipe with 25mg of the premix contains 15% of the recommended intake of Vitamin B12 and 50% of the recommended intake of Vitamin D.

Prinova also offers a premix optimised for plant-based cheeses, which it is showcasing in a vegan cream cheese recipe. The premixes can all be adapted to include additional functional ingredients, such as probiotics, as well as flavourings.

Tony Gay, Head of Technical Sales & NPD for Nutrition at Prinova said: “The rise of plant-based diets is one of the most important trends in the food industry today. It has created a whole new consumer segment with particular nutritional needs, and new challenges and opportunities for manufacturers. One of the best strategies they can adopt is the use of nutrient-rich premixes. Our new recipes demonstrate how easy it is to offer appealing dairy replacement products that meet the nutritional requirements of vegan consumers.”

The new recipes were made using Prinova’s Pea Protein 85%, which is high in Branched Chain Amino Acids and allergen-free. Additionally, Prinova offers a full portfolio of other plant-based

proteins which include chickpea, oat and soy, and which can be used in applications ranging from sports nutrition to pet food.

Download the White Paper at:

<https://www.prinovaEurope.com/news/new-nutrient-solutions-for-dairy-replacements/>

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About Prinova Europe

Prinova is a leading supplier of ingredients which, through an extensive global network, is uniquely positioned to meet market demands. A range of integrated premix manufacturing solutions for all food, beverage and nutrition industries is available from its strategically based facilities in the UK, the USA and China. Its expertise in concepts, formulation, liquid and dry mix manufacturing is supported by over 40 years' experience in sourcing and distribution. Prinova is a leader in categories including vitamins, proteins and amino acids, sweeteners, preservatives and aroma chemicals.

For more information visit: www.prinovaEurope.com/

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¹ Markets and Markets 'Dairy Alternatives Market by Source', June 2020

² Markets and Markets Plant-based Protein Market by Source, July 2020