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PRESS RELEASE

Prinova to showcase innovative premix solutions at FiAsia Thailand

Prinova Group will demonstrate its premix capabilities with a range of innovative fortified and functional food and beverage concepts at FiAsia Thailand (20th to 22nd September).

The functional foods ingredient market in the Asia Pacific region is forecast to grow by 6.9% CAGR between 2023 and 2033, to US\$8.5 billion.¹ Demand is being driven by factors including the emerging middle-class demographic, increasing rates of chronic illness, ageing populations, and growing consumer interest in health and wellbeing.¹

Visitors to FiAsia Thailand in Bangkok will be able to explore the R&D possibilities of Prinova's bespoke and market-ready premixes through three inspirational, on-trend beverage concepts:

- **Lifestyle & Replenish**, a refreshing, dragonfruit-flavoured, functional hydration beverage. It contains Cococin®, a freeze-dried derivative of coconut water, often known as the "natural isotonic sports drink". In this concept, the electrolytes it offers are joined by BCAAs, B vitamins, and antioxidants to replenish and refuel the body.
- **Healthy Active Lifestyle Plant Protein**, an indulgent, matcha and white chocolate flavoured functional vegan beverage. Featuring pea and fava bean protein, it's designed to meet growing demand for high-quality plant-protein products that support healthy, active vegetarian and vegan lifestyles.
- **Ginger & Yuzu Healthy Ageing** beverage made with EAlpha™ – a full spectrum, essential amino acid matrix that prevents the decline of muscle function as people age. The concept also contains the clinically researched ingredients Aquamin®, Curcumin C3 Reduct® and BioPerine®, which support common age-related changes, such as loss of bone density.

James Street, Marketing Director EMEA & APAC at Prinova, said, "Functional and fortified products are enjoying fantastic growth in the Asia Pacific region. So it's vital that manufacturers have a premium-quality premix ingredients partner to help them maximise the opportunities in this fast-evolving market. These exciting concepts are just a small taster of what brands can achieve with the right premixes for their new product development."

Prinova Europe's extensive premix portfolio includes powder nutrient and liquid vitamin premixes, customised amino acid blends, and market-ready solutions. It also provides a particle size-enhancement service, including agglomeration, microencapsulation, micronisation, and spray drying. Potential applications include beverages, cereals and bars, dairy, meal supplements and

¹ Future Market Insights, Asia Pacific Functional Food Ingredients Market, July 2023

replacements, nutritional supplements, sports and lifestyle products, infant and early life nutrition, and oil, fat, and flour fortification.

James Street added: “At Prinova, we offer full-service support as a one-stop shop for premix product needs, including market trend insights, a vertically integrated supply chain, and product development expertise. We’re committed to giving manufacturers the premixes they need, with the quality they demand.”

FiAsia Thailand takes place from 20th to 22nd September. Prinova Group will exhibit at Booth K61. For more information, visit: <https://www.figlobal.com/asia-thailand/en/visit.html>

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About Prinova Group

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>

Contact:

Steve Harman, Ingredient Communications
steve@ingredientcommunications.com