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Prinova showcases on-trend beverage solutions at Fi Europe

Prinova will highlight a new range of beverage concepts targeting key consumer health and nutrition trends at Fi Europe (2nd to 4th December in Paris).

The leading provider of bespoke premixes and blends will showcase three new “Inner Power” functional beverage concepts. With a “feeling good from the inside out” theme, the ready-to-drink range is designed to inspire innovation and drive category growth:

- **Inner Glow Citrus and Maracuya** – a vibrant orange drink containing beauty-from-within ingredients, including lemon balm extract, chamomile extract, and marine collagen. Prinova’s trends insights have highlighted growing consumer awareness of the relationship between nutrition, beauty, and personal care.¹
- **Inner Balance Lime Cucumber and Mint** – a soothing green beverage supporting gut health, with ginger root extract, apple cider vinegar powder, and passion flower extract. Gut/digestive health is an established megatrend¹, with Prinova research identifying it as the primary health concern for 85% of consumers.²
- **Inner Focus Mixed Berries Blush** – a rich red drink targeted at cognitive wellbeing, which Prinova’s functional health trends research has identified as a megatrend.¹ Consumers are increasingly focused on proactive, convenient nutrition strategies for cognition, with 80% citing brain health/mood as the most important health issue.² Mixed Berries Blush features a B vitamin blend to support cognition claims, alongside coenzyme Q10 and functional ingredients from natural sources, including the branded Aronia Melanocarpa berry extract BrainBerry®.

Visitors to the Prinova stand (40C42) will also be able to sample its game-changing pre-workout ingredient, CITRAPEAK®. The clinically backed product is the first 100% soluble form of hesperidin, delivering fast-acting vasodilatory and pump benefits. Naturally derived from orange peels, it is clean, effective, and virtually flavourless, making it ideal for performance-driven solutions.

James Street, Global Marketing Director at Prinova, said: “We are delighted to be showcasing our delicious new Inner Power range of holistic, functional beverage concepts at Fi Europe. They demonstrate how Prinova adds real value for manufacturers across the innovation journey, starting with identifying the key consumer trends that will shape the market and create exciting new opportunities. From our comprehensive market updates to unrivalled expertise in ingredient sourcing and distribution, new product development, and co-manufacturing, we are uniquely positioned to help our partners realise their potential.”

¹ Functional Health Trends, 2024

² Research conducted online between May and June 2024

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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 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 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