

23rd October 2024

Prinova highlights food and nutrition 'mega-trends' at FiEurope

New Prinova concepts at FiEurope 2024 will demonstrate how manufacturers can tap into the latest food and nutrition mega-trends.

Over the past year, Prinova's bespoke market research has identified the major consumer trends shaping the future of food and nutrition. At FiEurope, the premix expert will showcase a range of concepts that demonstrate how manufacturers can tap into them with innovative new products.

They have been created to provide an example of a possible "good for you" range:

- **Good Guts:** In Prinova's most recent research, gut health emerged as the concern most likely to affect consumers' purchase decisions. This light and refreshing lemon ginger tea for immune support and digestive health is designed as the perfect addition to their daily routines. It includes two powerful prebiotics, Aquamin® and inulin, as well as L-Glutamine – a primary fuel source for immune cells in the gut. They are combined with an expertly formulated blend of vitamins and minerals to help support the digestive tract, immunity and energy levels.
- **Good Mind:** Prinova identified demand for cognitive wellbeing as one of nine mega-trends for 2024. Flavoured with cherry and grapefruit, this tasty drink offers consumers clean and sustained alertness without the jitters. It contains a blend of well researched ingredients associated with improved concentration and cognitive function, including vitamins, minerals and natural caffeine from green coffee beans.
- **Good Game:** With consumers turning to healthier beverages as they reduce their alcohol intake, this refreshing kiwi lime beverage offers a convenient way to replenish and energise. Natural electrolytes from Aquamin® aid hydration, which is combined with amino acids for recovery, and B-vitamins and minerals for energy.
- **Workout Cookies:** Botanicals are one of the ingredients consumers most look for in sports nutrition products. These cookies contain a blend of pomegranate, panax ginseng root and lychee extracts for recovery, oxidative stress reduction and endurance capacity.
- **Gaming Gummies:** As gaming continues to grow in popularity, players are increasingly recognising the impact that intense sessions can have on their physical and mental performance, as well as the importance of enhanced reaction times. This has increased demand for products with functional ingredients such as nootropics. Containing L-Tyrosine,

taurine and natural caffeine, these gummies are designed to address focus, memory and attention.

James Street, Global Marketing Director at Prinova, said: “Prinova’s in-house expertise and research insights have helped us to identify the key trends shaping the future of food and nutrition. At FiEurope, it’s all about inspiring manufacturers to tap into them. Whether it’s the rising demand for cognitive wellbeing, the ‘sober-curious’ trend in beverages, or innovative new sports nutrition solutions, we’re continually tracking the many ways that consumers’ needs are changing. And as these new concepts demonstrate, we have the portfolio of ingredients and the expertise to help you meet them.”

FiEurope will take place between the 19th and 21st of November 2024 at Messe Frankfurt. Prinova will exhibit at Stand 3.1K70, where visitors will also be offered a sneak preview of pre-workout ingredient CitraPeak™. Set to launch in Europe in 2025, the clinically supported product is the first 100% soluble form of hesperidin – a flavonoid that occurs naturally in citrus fruits.

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