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PRESS RELEASE

Prinova Europe to showcase solutions for every life stage at FIE

From vitamin gummies for kids to a collagen-based shot for joint health, Prinova Europe will highlight solutions for every life stage at Food Ingredients Europe.

Prinova is a leading global supplier of food, beverage and nutritional ingredients and nutrient premix solutions. At FIE (3rd to 5th December in Paris) the company's experts will showcase a wide range of new concepts that demonstrate their ability to meet the health needs of consumers of different ages.

The concepts on show on stand 6C140 will include:

Zero-crash energy drink

With flavours of orange, pineapple and mango, this premix features niacin, inositol, d-ribose and vitamins, which work in synergy to improve cognition and reduce fatigue.

Plant protein breakfast pot

Tapping into growing demand for vegan protein products, this convenient breakfast pot blends wholegrain oats and pea protein. By simply adding hot water, consumers get a chocolate hazelnut-flavoured breakfast pot fortified with vitamins, calcium and iron and providing sustained energy and satiety through carbohydrate, fibre and plant-based protein.

Enhanced plant protein shake

This formula for a crème brûlée-flavoured pea protein shake showcases new flavour modification technology and mouthfeel improvers. It demonstrates how Prinova can help manufacturers create natural, clean-label vegan shakes with great taste and texture.

Collagen Joint health shot

This formulation for a daily shot combines the benefits of a range of vitamins and minerals with Essentia Protein Solutions' premium bovine collagen OmniCol™ 120 to support the maintenance of joint health and mobility.

Kids' bone health drink

This soluble beverage premix includes the plant-based calcium source Aquamin, marine magnesium, as well as vitamins D2 and C. Available as a great-tasting juice, it helps keep children's bones, teeth and muscles healthy.

Vitamin water for osteoporosis

More than 20% of women aged over 50 are thought to be suffering from osteoporosis¹, which is linked to calcium deficiency. This vitamin water premix featuring Aquamin, a plant-based calcium source, provides an easy way to secure adequate levels. It also contains vegan vitamin D, zinc, B6 and folic acid.

Eye health gummies

With as many as eight in ten European millennials experiencing eye fatigue related to digital devices², there is growing focus on the eye health needs of young adults. This premix for a blueberry-flavoured gummy contains lutein, zeaxanthin, vitamins C and E, and niacin, which have been found to protect against blue light and support eye health.³

Kids' Multivitamin gummies

These gummies are powered by a Prinova premix including vitamins C, E, D3, B6 (pyridoxine), B7 (biotin), and B12 (cobalamines), as well niacin. They offer an easy way to help boost kids' immune systems and support healthy bones and teeth. They are available in a variety of flavours and in a vegan version.

Tony Gay, Head of Technical Sales & NPD at Prinova, said: "Whether it's kids who need vitamins for immunity, digital natives seeking to protect their eyes, or over-50s battling osteoporosis, we can help deliver bespoke solutions for the modern consumer. These wide-ranging, custom formulations show how Prinova can meet consumers' needs at any stage of life through great-tasting, convenient food and drink products."

About Prinova Europe

Prinova is 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: www.prinovaeurope.com/

Contact:

Milena Ferrari, *Prinova Europe Limited*

Milena.Ferrari@prinovaEurope.com

+44 (0)20 7466 5493

Robin Hackett, *Ingredient Communications*

robin@ingredientcommunications.com

+44 (0)7507 277733

¹ International Osteoporosis Foundation

² You Gov, European Eye fatigue study, April 2016

³ Nicole K. Scipsema, Dan-Ning Hu & Richard B. Rosen 'Lutein, Zeaxanthin, and meso-Zeaxanthin in the Clinical Management of Eye Disease' J Ophthalmol. 2015