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Prinova targets personalisation trend at Fi Europe

Prinova will showcase new functional beverage concepts at Fi Europe, demonstrating how they can meet the growing demand for personalised solutions.

In 2027, Mintel predicts that food and drink consumers will become more deliberate about achieving specific outcomes, creating “personal ecosystems” around health, convenience and wellbeing.¹ Meanwhile, the GLP-1 and high-protein trends continue to dominate, with seven in ten Europeans paying attention to protein in their diet.²

Reflecting the new diversity of consumers’ lifestyle and health needs, as well as the continuing demand for high-protein products, Prinova will exhibit with a ‘Your Way’ theme at Fi Europe (17th-19th November in Frankfurt).

The leading provider of functional nutrition, premix solutions, and market-ready blends will showcase three new high-protein beverage concepts designed to support active nutrition, weight management, and everyday wellness:

- **Protein, Your Way** clear protein beverage – a refreshing, juice-like drink in a peach and ginger white tea flavour. As well as supporting post-workout recovery, it is ideal for consumers seeking to boost their daily protein intake.
- **Nutrition, Your Way** – an apple and elderflower flavour beverage developed for consumers using GLP-1 weight-management medications. It is high in protein to support muscle maintenance and contains fibre to offer benefits for digestive health.
- **Joe Gains** – a high-protein coffee featuring Omnibroth™ broth powder. Low in salt and rich in easily digested amino acids, collagen, gelatin, glucosamine, chondroitin, and minerals, Omnibroth™ supports muscle, bone, and joint health.

Visitors to the Prinova stand (31G32) will also be able to sample Citrus Blast, a citrus-flavoured pre-workout beverage concept packed with functional ingredients to unlock performance potential. It features L-citrulline, B vitamins, natural caffeine, and clinically supported ingredient CITRAPEAK® – a 100% soluble form of hesperidin, which delivers fast-acting vasodilatory and pump benefits.

¹ Mintel, ‘2027 Global Food & Drink Predictions’ <https://www.mintel.com/insights/food-and-drink/global-food-and-drink-trends/>

² Innova Market Insights ‘High Protein Market Trends in Europe’ <https://www.innovamarketinsights.com/trends/high-protein-market-trends-in-europe/>

James Street, Global Marketing Director at Prinova, said: “Whether they’re focused on sporting performance, weight management or everyday wellness, consumers are looking for solutions that meet their personal goals. As their health and lifestyle needs become increasingly diverse, it’s important to be able to combine specific functionality with great taste. Our new beverage concepts demonstrate how Prinova’s innovative ingredients, market insight, and formulation expertise can help brands bring trend-led lifestyle nutrition products to market quickly and successfully.”

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About Prinova

Prinova is a leading global supplier of ingredients and 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 manufacturing 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.

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