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Prinova to showcase capability for private label sports nutrition at PLMA

Prinova will mark its debut at the PLMA World of Private Label International Trade Show (28th to 29th May in Amsterdam) by highlighting its newly expanded contract manufacturing capabilities for sports nutrition.

The leading premix supplier recently opened a new facility in Aylesford, UK. Dedicated to contract manufacturing, the state-of-the-art plant boasts a Matcon IBC blending system and a new packing line featuring a twin-head filler for high-speed tub packing. It also offers technical support from in-house applications and chemical testing labs.

Aylesford is part of Prinova's global contract manufacturing network, which includes cutting-edge facilities producing and packing high-quality custom ready-to-mix powder supplements in Tennessee and Utah in the United States, and in Changzhou, China.

Services offered include small-batch to large-scale manufacturing, custom formulas and flavours development, an on-hand inventory of premium and in-demand ingredients, secure supply chains, full product development support, externally audited quality control processes, and insights into current ingredient, market and consumer trends.

At PLMA, Prinova will demonstrate how its pre-mix and contract manufacturing capabilities can benefit sports and lifestyle nutrition brands. Exhibiting at Stand 8.G84, it will showcase three exciting new beverage concepts:

- **Cherry Pomegranate Clear Whey Protein:** A high-protein, low-sugar, low-fat drink that provides 20g of protein and just 88 calories per serving in a refreshing juicy format, without the thick, milky taste and texture of traditional whey protein drinks.
- **Citrus Blast Pre-Workout:** A delicious functional drink loaded with key pre-workout ingredients – including L-citrulline, beta-alanine, L-tyrosine and natural caffeine – to aid performance and focus, with added B vitamins to reduce tiredness and aid cognitive function.
- **Raspberry Iced Tea Female Refresh:** A convenient way to replenish and energise, boosting hydration with natural electrolytes from Aquamin[®], a red algae multi-mineral complex, Irish seawater, coconut water powder and pink Himalayan salt, and offering skin-health benefits with hyaluronic acid, B-vitamins and antioxidant-rich vitamin C.

James Street, Global Marketing Director at Prinova, said: "Prinova offers sports and lifestyle nutrition brands a true one-stop-shop experience, with unparalleled quality, efficiency and service, and access to the world's largest inventory of food-grade single vitamins. Our commitment to

innovation through advanced product development and unrivalled market intelligence allows us to work with our customers to create category game changing sports and nutrition products that redefine industry standards.”

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>

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