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PRESS RELEASE

Fuelling athletic performance: Prinova to launch enduracarb® at Vitafoods Europe

Prinova Europe will launch a new high-purity trehalose ingredient for athletic endurance at Vitafoods Europe 2022.

Prinova is a leading global supplier of ingredients, premix manufacturing and product development solutions for the food, beverage and nutrition industries. At Vitafoods Europe, visitors to Prinova's stand will be able to sample its new enduracarb® branded ingredient as part of an energy gel product concept.

Made from trehalose, enduracarb® is a slow-acting 'double sugar' designed to fuel muscles over long periods of time. It has been shown to enhance performance, reduce insulin spikes and combat dehydration while masking bitterness and providing stabilisation properties.

Tony Gay, Prinova Europe's Technical Sales Director, said: "Emerging as the fuel of choice for endurance, enduracarb® can help sports nutrition products stand out from the competition. This science-backed branded ingredient taps into current fitness trends and powers athletes' performances when they need it most."

Prinova will also demonstrate its wide-ranging formulation capabilities with further finished product concepts covering a range of formats and health needs. Highlights will include:

- The vegan-friendly **EAAlpha™ Recovery Drink**, which has been proven to stimulate muscle protein synthesis and combat muscle wastage
- A **female bone health drink** featuring Aquamin® to ensure the normal maintenance of bones
- A sugar-free nootropic **gamer powder** for focus, hydration and energy support
- **Alpha Waves** powder to support mental performance throughout the day
- **Eye health gummy bears** to support vision and eye health

Tony Gay added: "We've developed an array of exciting new concepts for Vitafoods Europe and there will be plenty more to discover on the stand. At Prinova, we can provide all the assistance your brand needs to achieve success – from concept to completion. As a single-source partner, we offer cutting-edge ingredients, innovative concept development and formulation expertise to take your products to the next level."

Vitafoods Europe 2022 takes place in Geneva from 10-12 May. Prinova Europe will exhibit at Stand G40. For more information, visit: www.vitafoods.eu.com

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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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