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PRESS RELEASE

**Prinova Europe launches new natural antimicrobial preservative**  
*Latest addition to PlantGuard™ portfolio to debut at FiE 2022*

Prinova Europe is launching a potent new plant-based antimicrobial that inhibits the growth of yeasts, moulds and bacteria, addressing the increasing demand for natural preservatives.

PlantGuard™ AM is the latest addition to the company's botanical-derived range of preservatives, which enable manufacturers to use natural clean-label solutions to minimise food waste. The portfolio will make its first live show appearance at Food ingredients Europe (6-8 December).

PlantGuard™ is a proprietary blend of natural extracts from plants that have been used in nutritional supplements for many years due to their antioxidant properties. It is highly effective for extending freshness and shelf life, delaying the onset of rancidity and hindering microbial growth, as well as conserving flavour and colour.

The heat-stable, neutral-tasting preservatives perform well against synthetic alternatives in a range of foods and beverages. PlantGuard™ AM, which can be used in applications including dairy, fish, meat, fruit, vegetables, cereals and juices, will be showcased at FiE alongside the antioxidant PlantGuard™ FS (fat-soluble for high-fat applications such as pastries, fried foods and mayonnaise) and WS (water-soluble for lower-fat products including breads, reduced-fat spreads and sauces).

Because PlantGuard™ can be used in such a broad range of applications, it can replace artificial preservatives across a number of product lines. Prinova's technical team works with customers to help them select the optimal solution for their brands. The low dose rate and cost-in-use that compares well with alternatives enable further economies of scale.

At FiE, Prinova Europe will be debuting two new concepts – cookies with PlantGuard™ FS and grissini with PlantGuard™ FS and WS – which demonstrate how PlantGuard™ can be used to create on-trend products that meet the growing consumer demand for naturality.

James Street, Director of Marketing EMEA & APAC at Prinova, said: "Global macro trends have been developing in the natural space for some time, and the pandemic has only heightened consumer awareness of food's impact on wellbeing, driving a surge in interest for product transparency and the shift away from artificial preservatives, E numbers and long product labels. We created PlantGuard™ as a direct result of manufacturer interest in natural antioxidants to meet this increasing demand for simple, authentic ingredients. We're excited to provide a solution that leverages the functionality of natural ingredients to tick all the boxes for manufacturers and consumers – clean-label, less food waste, longer shelf-life – in fresh produce and packaged goods."

FiE 2022 takes place in Paris from 6-8 December. Prinova Europe will exhibit at Stand 4.B80.

For more information, visit:

<https://www.prinovaglobal.com/eu/en/resources/events/food-ingredients-europe-2022>

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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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