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## PRESS RELEASE

### **Lycored combines the feelgood and tastegood factors at SupplySide West**

Lycored will highlight the importance of taste in nutrition applications at SupplySide West. Showcasing its expertise as a single-solution provider, the carotenoid leader will invite visitors to explore “worlds of opportunity” to add goodness to supplements and fortified foods.

The presence of active compounds can cause an off-taste in many nutraceuticals, so attention must be paid to their sensory qualities.<sup>1</sup> Lycored’s range of market-leading carotenoid ingredients includes products for taste as well as health, and at SupplySide West it will demonstrate how they can be used together.

Visitors to the Tasting Bar at the event expo (2<sup>nd</sup>-3<sup>rd</sup> November in Las Vegas) will be able to sample two new concepts:

#### **Wellness-Enriched Beverage**

In this vitamin-enriched beverage, a base of orange juice and mango nectar is joined by SANTE – Lycored’s natural taste enhancer from tomatoes. Savory, tropical and earthy flavor notes are at the forefront, but there is also a subtle cayenne heat. The beverage is enriched with Lycored’s vitamins B12 and K1.

#### **Lumenato™ Beauty Bar**

Created from Lycored’s special breed of golden tomatoes, Lumenato™ is a carefully calibrated extract of natural nutrients optimized to work synergistically for beauty and skin wellness. It is also the star ingredient of this decadent chocolate bar, which is designed to make ingestible skincare a delicious treat. With the addition of taste enhancer SANTE, it offers cocoa and vanilla notes.

Caroline Schroeder, Marketing Communications Manager at Lycored, said: “In an increasingly crowded market, nutrition applications have to deliver appealing taste. At SupplySide West, we’ll be demonstrating that it’s possible to create products that offer both wellness benefits and sophisticated flavor combinations, and that it makes sense to work with a partner with expertise in both areas.”

Lycored will exhibit at SupplySide West, Booth #4790.

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<sup>1</sup> Delompré T, Guichard E, Briand L, Salles C. Taste Perception of Nutrients Found in Nutritional Supplements: A Review. *Nutrients*. 2019 Sep 2;11(9):2050

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**About Lycored**

Committed to 'Cultivating Wellness', Lycored, part of Adama Group, is an international company at the forefront of unearthing and combining nature's nutrition potential with cutting edge science to develop natural ingredients and products. Established in 1995 in Israel, Lycored is the global leader in natural carotenoids for food, beverage and dietary supplement products. For more information visit [www.lycored.com](http://www.lycored.com).