

2nd May 2025

Prinova highlights great-tasting, on-trend nutrition solutions at Vitafoods Europe

Prinova Europe will showcase its functional nutrition capabilities in great-tasting, ready-to-mix beverage concepts targeting consumer trends at Vitafoods Europe (20th to 22nd May in Barcelona).

New consumer research by the premix and blends specialist has found that 53% of consumers cite great taste as the primary influence on purchase.¹ Prinova's Vitafoods concepts combine trending flavours with functional nutrition and branded ingredients to demonstrate how manufacturers can develop innovative products that address key market needs. They include:

- **Citrus Blast** – a pre-workout beverage packed with ingredients to unlock performance potential. This has been identified by Prinova's research as a megatrend² and of particular interest to sports and active nutrition consumers.³ The citrus-flavoured drink includes L-citrulline, natural caffeine and B vitamins. It also contains 200mg of CitraPeak®, the first 100% soluble form of hesperidin. Currently available in the US, the clinically supported pre-workout ingredient will soon be launched in Europe.
- **Good Guts Lemon Ginger Tea** – a refreshing drink for digestive health support. Prinova research has identified digestive/gut health as a megatrend² and consumers' primary health concern.⁴ The concept includes Aquamin®, a marine mineral complex and prebiotic for which Prinova recently acquired exclusive distribution rights in the DACH region. In human studies, Aquamin® has shown potential for aiding gastrointestinal tract health.
- **Young at heart** – In Prinova's recent market research, healthy ageing emerged as a key concern, with over half (52%) of consumers saying it significantly affected their choices of food or nutrition products. Specially formulated to meet this need, this red fruit-based beverage concept contains ingredients such as saberry, vitamins A and C, and magnesium.

James Street, Global Marketing Director at Prinova, said: "We're looking forward to demonstrating our unrivalled functional nutrition capabilities with our great-tasting, ready-to-mix beverage concepts at Vitafoods Europe. At Prinova, we specialise in developing innovative product concepts that reflect market trends. Our expertise in research and analysis of supplements, health, wellness, sports and lifestyle trends and consumer preferences uncovers untapped potential that drives category and overall market growth. As an industry leader in ready-to-mix powder contract

¹ Research conducted online between May and June 2024

² Prinova, 2024 and 2025 Trends (2023)

³ Prinova White Paper, State of play: new insights into the changing sports nutrition market:

<https://www.prinovaglobal.com/eu/en/resources/white-paper/new-insights-into-the-changing-sports-nutrition-market>

⁴ Prinova White Paper, Getting personal: nutrition in the digital age:

<https://www.prinovaglobal.com/eu/en/resources/white-paper/getting-personal--nutrition-in-the-digital-age>

manufacturing, we also offer huge flexibility in formats, including convenient stick packs for precise dosing and easy portability.”

Prinova will exhibit at Vitafoods Europe at Stand CC.B38.

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About Prinova

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 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. For more information visit: prinovaglobal.com