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Treat Yourself the Healthy Way

- Discover healthy indulgence with BENEEO at FiE 2015 -
FiE 2015, Paris (1st – 3rd December 2015), Booth #6M5

At this year's Food Ingredients Europe (FiE) exhibition in Paris, BENEEO will showcase possibilities for healthy indulgence. On its stand, BENEEO will present new product concepts with improved nutritional profiles that convey the great taste and appeal that consumers expect when they look for indulgent products.

With weight management being a major health concern, there is a growing need for innovative manufacturers to balance consumers' cravings with their desire to control caloric intake and blood sugar. A recent Nielsen report cited that: "49% of the global respondents consider themselves overweight and 50% are trying to actively lose weightⁱ". BENEEO consumer research has confirmed these findings, showing that consumers are increasingly limiting their fat and sugar intake (61% and 60% respectivelyⁱⁱ).

Every calorie counts in effective weight management and reformulation with the right ingredients is an easy way to approach the needs of those European consumers striving to maintain a healthy weight. BENEEO is using its presence at FiE 2015 to demonstrate how its ingredients can help create indulgent products with improved nutritional profiles, whilst keeping the desired levels of taste, creaminess, body, and mouthfeel. Following in-depth research, the BENEEO-Technology Center has mastered the technical challenges, usually associated with reducing sugar and/or fat from treats, to create a range of product concepts that demonstrate the versatile potential of BENEEO's functional ingredients.

Healthy, indulgent confiserie and patisserie

Being in Paris this year for FiE, the product concepts comprise a variety of confiserie and patisserie delicacies that showcase BENEEO's FiE theme of healthy indulgence. These include products such as a low glycaemic chocolate mousse with BENEEO's next generation sugar Palatinose™ (isomaltulose) and cookies with fat-reduced chocolate filling that uses

BENEEO's rice starch Remy DR. There will also be a chocolate expert on stand to freshly prepare a selection of pralines, including varieties that are low glycaemic, sugar-reduced or that can carry a 'no added sugar' claim, thanks to the inclusion of BENEEO's naturally derived ingredients.

According to leading scientistsⁱⁱⁱ, there is a growing amount of evidence that low glycaemic nutrition potentially helps to manage weight. Acknowledging the broad scientific work conducted in this field, BENEEO received positive EFSA opinions for the blood glucose lowering properties of its chicory root fibres Orafiti[®] Oligofructose and Inulin, as well as for Palatinose[™] (isomaltulose) and ISOMALT with corresponding European Health Claim approvals. Additionally, recent scientific research has confirmed that BENEEO's chicory root fibres help consumers of all ages to eat less, naturally and in the long term. Palatinose[™] has been proven during clinical trials to support better fat oxidation in energy metabolism, potentially providing benefits for body composition and weight management. With the huge demand coming from European consumers to support effective weight management, BENEEO's scientifically-substantiated ingredients present food manufacturers with exciting market opportunities.

Dominique Speleers, Member of the Executive Board at BENEEO, comments: "Weight management is a major concern for consumers across the world and the temptation of high calorie treats makes it harder than ever to maintain a healthy weight. However, now is the time to act by developing product reformulations that offer healthier, yet indulgent options. BENEEO has the right natural ingredients, recipes and expertise to offer product concepts with healthier nutritional profiles, along with great taste and texture, as well as proven effectiveness. There has never been a better time to start thinking about reformulating existing products or creating new ones for consumers aiming to successfully manage their weight."

For further information on BENEEO and its ingredients, or to meet some of the company's nutritional, technical and market experts visit BENEEO at FiE this year on booth #6M5.

- Ends -

To arrange an interview with one of BENEEO's nutritional, technical and market experts, please contact Publicasity on beneo@publicasity.co.uk

For further information on BENEEO and its ingredients, please visit: www.beneo.com and www.beneonews.com or follow BENEEO on Twitter: [@ BENEEO](https://twitter.com/BENEEO) or LinkedIn: www.linkedin.com/company/beneo

BENEEO offers functional ingredients derived from chicory roots, beet sugar, rice and wheat. BENEEO is the ideal partner to help improve a product in its nutritional and technological characteristics. Key nutritional benefits are 'less fat', 'less sugar', 'less calories', 'added fibre', 'gluten-free' and dairy alternatives as well as energy management, digestive, bone and dental health. Key technological benefits focus on taste and texture improvements. Through a unique chain of expertise, including the BENEEO-Institute that provides decisive insights into nutrition science and legislation, and the BENEEO-Technology Center that consults in application technology, BENEEO actively supports customers in the development of more balanced and healthy food products.

BENEEO is a division of the Südzucker Group, employs almost 900 people and has production units in Belgium, Chile, Germany and Italy.

www.BENEEO.com

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ⁱ Source: 'We Are What We Eat', Nielsen's Global Health and Wellness Survey, January 2015

ⁱⁱ Source: BENEEO commissioned consumer research in five European countries (UK, Spain, Germany, France and Poland) on the perception of fibre. The survey was conducted in 2012/13 by Insites, a consumer research agency with offices in Belgium, the Netherlands, UK and the United States.

ⁱⁱⁱ Source: <http://www.nutrition-foundation.it/notizie/GLYCEMIC-INDEX--GLYCEMIC-LOAD-AND-GLYCEMIC-RESPONSE--AN-INTERNATIONAL-SCIENTIFIC-CONSENSUS-SUMMIT.aspx>