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Sportification moves into the Mainstream for BENEEO at HiE

HiE 2018, Frankfurt (27th Nov – 29th Nov 2018), Booth #8A51

BENEEO, one of the leading manufacturers in functional ingredients, will be using HiE 2018 in Frankfurt as a platform to educate attendees on various emerging industry trends, including sportification. Working in collaboration with professional triathlete and BENEEO ambassador, Marc Rink, the company will educate visitors on the opportunities presented to those leading an active lifestyle and showcase BENEEO's latest developments in nutrition when sports and a healthy lifestyle are combined.

Consumers who are regularly active want products that help them to manage a busy day, look and feel good, or maintain a healthier weight. This means that blood sugar management, sustained energy and the fat burning impact of foods are of great importance to them, however at present a lot of sports and fitness-related products on the market do not suit these needs.

Many sports products that are designed to supply energy contain high glycaemic carbohydrates like maltodextrin, glucose syrup and sucrose, which release glucose into the bloodstream at a fast rate. While this is fine for those in need of instant energy, it isn't ideal for those looking for endurance in their training and day-to-day sports activities, or for achieving balanced energy levels throughout the day. For these consumers, a low glycaemic carbohydrate that supplies its energy in a more steady way is preferable, as it doesn't just sustain energy, but also promotes fat burning; supporting fuel management in sports as well as weight loss goals.

BENEEO's Palatinose™ (isomaltulose) is a low glycaemic, fully digestible carbohydrate that occurs naturally in honey and has a balanced effect on blood sugar levels. It delivers the energy the body needs to perform – whether the person is a professional athlete or someone aiming to make it through a busy and demanding day. It enables food and drink producers to create a wide range of sportified products, as it has a natural, mild sugar-like taste and sweetness.

Ideal for use in a wide range of sports nutrition products, Palatinose™ provides full carbohydrate energy in a sustained way, eliminating unwanted "boost and crash" blood sugar

spikes and it helps to burn fat more effectively. These physiological benefits make Palatinose™ ideal for use not only in products aimed at endurance athletes, but also for other consumers engaging in less intense sports activities.

Thomas Schmidt, Marketing Director at BENEEO commented: “Over recent years, food and drink producers have been responding to growing consumer interest in all things ‘sporty’. As well as traditional gels, bars and drinks, sports nutrition has moved further towards the mainstream with the introduction of a wide range of foods featuring sports related claims, including everything from ready meals and snacks through to pasta. With the boundaries blurring as traditional foods get a sporty makeover, we’re looking forward to using HiE to highlight the interesting new marketing opportunities available to help manufacturers tap into this trend.”

Professional triathlete, Marc Rink, will be joining BENEEO on stand. Having trialled Palatinose as part of his training regime, both for himself and for the other athletes he coaches, Marc will be offering visitors insights into his first-hand experiences of using Palatinose to enhance his performance. In addition, specialists at the BENEEO-Technology Center will be using HiE as a platform to showcase new recipe concepts that deliver in terms of performance, taste and texture.

Alongside its sportification activity, BENEEO will also be presenting the latest news and developments on other trends impacting the industry, including digestive health. For further information on BENEEO and its ingredients, or to meet some of the company’s nutritional, technical and market experts, visit BENEEO at HiE this year on the stand, Booth #8A51.

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BENEEO’s Palatinose™ is a smart release carbohydrate, derived from sugar beet. It is unique because of its molecular structure. As a disaccharide Palatinose™ consists of a glucose and fructose molecule – similar to sucrose, however in contrast to sucrose the linkage of the molecules is much stronger, which means the human body digests it fully, yet more slowly. As a result, the full carbohydrate energy (glucose) is provided in a more steady and sustained way. The blood glucose levels stay balanced without sudden ups and down and this also helps to

burn fat more effectively. An increased fat burning rate means that active consumers can draw on their carbohydrate reserves for longer.

For further information on BENEEO and its ingredients, please visit: www.beneo.com and www.beneoneews.com or follow BENEEO on Twitter: @_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 that employs more than 1000 people and has production units in Belgium, Chile, Germany and Italy.

www.BENEEO.com

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