

5802284b

November 2018

**BENEEO's game-changing ingredients offer winning results at HiE**

*HiE 2018, Frankfurt (27<sup>th</sup> Nov – 29<sup>th</sup> Nov 2018), Booth A51, Hall 8*

At this year's Health Ingredients Europe (HiE) in Frankfurt, BENEEO, one of the leading manufacturers in functional ingredients, demonstrates how the industry can create innovative, sportified food and drink products that are relevant and appealing to mainstream consumers.

With an impressive 29% increase in the number of product launches carrying some kind of sports claim over the past two years<sup>i</sup>, many manufacturers are making moves to help consumers meet their increasing desire to lead healthier, more active lives.

Thomas Schmidt, Marketing Director at BENEEO, comments: "The particular challenge is that sportified products should be for everybody, not just for athletes. Our focus on sportified products for mainstream consumers has shone the light on the growth potential available to manufacturers who are prepared to be innovative. As more products become available to mainstream consumers, the sports market is forecast to reach more than €15 billion in 2021<sup>ii</sup>, presenting a significant growth opportunity for food and drink manufacturers around the world."

Active consumers want products that help them to look and feel good, manage their busy day and maintain a healthier weight. This means that blood sugar management, sustained energy and the fat burning impact are of great importance to them. At present however, a lot of sports and fitness-related products on the market contain 'fast carbohydrates' such as maltodextrin, glucose syrup and sucrose, which release glucose into the bloodstream very quickly and generally suppress fat oxidation. While suitable for those in need of instant energy, high-glycaemic carbohydrates are not ideal for consumers looking for endurance in their training, for day-to-day sports activities, or for achieving balanced energy levels throughout the day.

For those who have ever wondered about the fitness levels of endurance athletes, they can also compete or ride alongside the professional triathlete, Marc Rink, to test their own racing capabilities. At BENEEO's stand he will be demonstrating the endurance potential of Palatinose™, as he cycles throughout the event.

Schmidt, continues: “BENEEO’s Palatinose™ provides full carbohydrate energy in a more balanced and sustained way, delivering true fuel for life. It has been used in a variety of food and drink solutions that we’re presenting at HiE to highlight the potential that this low glycaemic, yet fully digestible carbohydrate, offers to mainstream sportified applications. This makes BENEEO’s Palatinose™ an essential part of the conversation when talking about developing products that truly support active lifestyles.”

BENEEO’s Palatinose™ acts as a necessary energy source for the body during activity. As this carbohydrate is fully, yet slowly released it provides glucose (the most effective source of energy for the human body) in a sustained manner. This ensures blood sugar levels stay balanced, which helps to support an improved fat burning rate.

The team at the BENEEO-Technology Center has created a range of new product samples, all of which promote a reduced blood glucose response and will be available at BENEEO’s exhibition booth. These include:

- A blackcurrant sports drink with Palatinose™. This unique blend delivers isotonic refreshment and a reduced blood glucose response
- An energising pink grapefruit -flavoured water containing Palatinose™. With a delicate sweet taste this revitalising refreshment provides hydration and healthy blood sugar levels at the same time.
- A breakfast almond chocolate drink with a velvety mouth-feel that is high in fibre and induces a healthy blood glucose response due to Palatinose™ and the chicory fibre Orafiti® Inulin.
- A creamy and indulgent, dairy-free vanilla pudding with rice flour, rice syrup, rice starch and Palatinose™, that supports balanced blood sugar levels.

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 at booth #A51, Hall 8.

**- Ends -**

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](http://www.beneo.com) and [www.beneonews.com](http://www.beneonews.com) or follow BENEEO on Twitter: @\_BENEEO or LinkedIn: [www.linkedin.com/company/beneo](http://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](http://www.BENEEO.com)

For further press information, please contact:

Jo Kent at Publicasity

Tel: +44 (0)203 757 6800

Email: [beneo@publicasity.co.uk](mailto:beneo@publicasity.co.uk)

For further information please contact:

Thomas Schmidt, Marketing Director BENEEO

Maximilianstraße 10, 68165 Mannheim, Germany

Phone: +49 621 421-151

Fax: +49 621 421-160

Email: [thomas.schmidt@beneo.com](mailto:thomas.schmidt@beneo.com)

## Press Release



---

<sup>i</sup> Source: Innova Market Insights 2018

<sup>ii</sup> Source: Innova 2018