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BENEEO Expands Portfolio with New Organic Ingredients

BENEEO has announced the expansion of its chicory root fibre and rice starch ingredient portfolio with two new organic solutions. The launch of the new additions, comprising an organic waxy rice starch, Remyline O AX DR, and organic chicory root fibre, Orafiti®Organic, paves the way for BENEEO to strengthen its market leading position.

Consumers worldwide are increasingly seeking out organic products, with figures showing they have become more important to 1 in 4 consumers in the last yearⁱ and many willing to pay a premium price for themⁱⁱ. This rising demand has been driven by the growing consumer perception of organic products as healthy and natural, and therefore an intrinsic part of a healthier lifestyle. Organic products and ingredients are also considered a vital element for ethical and sustainable purchasing behaviour, a key trend being seen within the food and beverage industry. Around the world, there are high expectations for organic products, with a compound annual growth rate of 2% and 2.6% in value predicted between 2019 and 2022 in Europe and the USA respectivelyⁱⁱⁱ, the two largest organic markets.

The addition of BENEEO's new organic waxy rice starch, Remyline O AX DR, completes the existing portfolio of rice starches with the availability of organic solutions for both regular and waxy rice starch. Launching globally from July onwards, Remyline O AX DR is the first of its kind to be brought to market, opening up new possibilities for product development. As a waxy rice starch, it contains no amylose and therefore delivers better stability and less syneresis, making it easier to maintain a stable texture throughout a product's shelf life. Remyline O AX DR is suitable for fruit preparations, as well as meat and poultry applications. Technical trials by experts at the BENEEO-Technology Center have shown positive results for these applications, as well as for improving the texture of creamy desserts and yoghurts.

Commenting on the launch of Remyline O AX DR, Marc-Etienne Denis, Commercial Managing Director Specialty Rice Ingredients at BENEEO stated: "The launch of BENEEO's new organic waxy rice starch is an important milestone for us as it means we can now offer our customers organic variants for both our waxy and regular rice starches. We see great potential for this new

solution, especially within meat and poultry, as consumers worldwide place special emphasis on organic products when buying meat.”

BENEEO’s new Orafti®Organic, is a carefully grown and selected organic variant of its popular chicory root fibre and yet another first to market. It is regionally grown and harvested by certified organic farmers in Belgium. Inulin and oligofructose remain the only proven plant-based prebiotics available, according to ISAPP (International Scientific Association for Pro- and Prebiotics). Available to customers from September onwards, Orafti®Organic enables manufacturers to add natural prebiotic fibres that will improve taste and texture, while also allowing for fat and sugar reduction in products across key applications such as dairy, cereals, bakery and confectionery.

Regarding the launch of Orafti®Organic, Eric Neven, Commercial Managing Director Functional Fibres at BENEEO, commented: “Requests for organic chicory root fibre are constantly growing so we are pleased to be able to offer this solution to our customers, and be the first in the market to do so. BENEEO is confident this move to expand our overall organic ingredients portfolio will be highly appreciated by the industry and shows particular promise for new product developments in this growing area of the market.”

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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.

For further information on BENEEO and its ingredients, please visit: www.beneo.com and www.beneonews.com or follow BENEEO on Twitter: @_BENEEO or LinkedIn: www.linkedin.com/company/beneo

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ⁱ HFI 2019

ⁱⁱ HFI 2019

ⁱⁱⁱ Global Data 2019