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November 2011

**BENEO introduces BENEOTECHNOLOGY Center at Fi Europe**

Fi Europe and Ni 2011, 29<sup>th</sup> Nov – 1<sup>st</sup> Dec, Paris, Hall 4 Stand: 12

At this year's Fi Europe (FiE) in Paris, BENEOTECHNOLOGY – one of the leading manufacturers of functional ingredients – announces the creation of its BENEOTECHNOLOGY Center.

It brings together BENEOTECHNOLOGY's long-standing food application and technical expertise to enhance and encourage product innovation within the bakery and cereal, baby foods, beverages, confectionery and dairy sectors. By combining the experience of specialists within BENEOTECHNOLOGY's different application fields, customers have access to a wide knowledge base for BENEOTECHNOLOGY's ingredients in their main applications.

The BENEOTECHNOLOGY Center will provide customers with specialist advice concerning technical food application questions. It will develop recipes and formulations for products, with optimised nutrition, that meet consumer's expectations in terms of texture, appearance and taste. In addition, experts from the BENEOTECHNOLOGY Center have the necessary processing experience to offer on-site consultation for technical problems.

Besides its main laboratories in Tienen/Belgium and Offstein/Germany, the BENEOTECHNOLOGY Center has the support of teams located at BENEOTECHNOLOGY Inc., USA and BENEOTECHNOLOGY Asia Pacific, Singapore to offer regional market knowledge. Furthermore BENEOTECHNOLOGY can access Südzucker's expertise via its CRDS (Central department for Research and Development Services). The BENEOTECHNOLOGY Center also co-operates with partners from across the food industry, including machinery suppliers, flavour houses, experts in emulsifiers and stabilisers to bring even wider application knowledge to its customers.

Representing BENEOTECHNOLOGY's technical expertise, the BENEOTECHNOLOGY Center complements the nutritional and regulatory know-how of the BENEOTECHNOLOGY-Institute as well as the company's experience in market and consumer insights. This unique selection of expertise ensures that customers are supported in the product development process, from lab to shelf.

Rudy Wouters, Vice-President BENEEO-Technology Center: “Tomorrow’s innovation needs to safeguard taste and texture and, at the same time, offer a healthier option to the market. Knowledge about formulation, recipes, technology, and processing are crucial for successful product development. With the creation of the BENEEO-Technology Center we can support our customers further in their existing products and new concept creations.”

Within the conference program Rudy Wouters will be speaking on “Importing texture and creaminess in fat reduced food products” on Tuesday, 29<sup>th</sup> November 1pm.

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For further information on BENEEO and its ingredients, please visit: [www.beneo.com](http://www.beneo.com)

The **BENEEO** product portfolio consists of functional ingredients with nutritional and technical advantages, derived from chicory roots, beet sugar, rice and wheat. BENEEO is the ideal partner to help improve the health (weight management, energy for mental & physical performance, digestive, bone and dental health), taste, texture and nutritional value (fat and sugar replacement/fibre enrichment) of a product. Through a unique chain of expertise, including the BENEEO-Institute, BENEEO actively supports industry partners 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](http://www.BENEEO.com)

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