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BENEO Launches Optimised Shelf Stable Rice Bran at Fi Europe

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

At this year's Fi Europe (FiE) in Paris, BENEEO – one of the leading manufacturers of functional ingredients – announces the launch of its optimised shelf stable rice bran, RemyLiVe.

BENEEO's RemyLiVe offers food producers a high quality, stable product which encompasses a wide range of nutritional and functional benefits. In addition to being hypoallergenic, wholegrain, gluten-free and rich in anti-oxidants and phytosterols, the shelf stable rice bran also improves the structure, shelf-life, texturisation and machinability of food products.

Key applications for BENEEO's RemyLiVe shelf stable rice bran include cereals and bars, baked goods and meat. In cereals it can allow wholegrain claims and enhances as well improved bowl-life and crunchiness. Increased benefits can also be achieved by combining RemyLiVe with other functional ingredients of BENEEO. For example, when combined with BENEEO's prebiotic fibre, inulin, gluten-free bakery with an improved nutritional profile and structure is created. Fat replacement and enhanced texture properties in meat products are possible with the addition of inulin. Also, when combined with BENEEO's oligofructose, or sugar replacer, ISOMALT, RemyLiVe rice bran offers producers sugar-reduction, improved structure and shelf-life in baked goods.

NutraCea, a global leader in the production and marketing of value added products derived from rice bran, produces RemyLiVe under the terms of the distribution and cooperation agreement entered into in September. The shelf stable rice bran from BENEEO will be available in more than 40 countries in Europe, the Middle East and Africa (EMEA) as well as Russia, India, Australia and New Zealand from the first quarter of 2012 onwards.

Pierre Donck, Product Manager RemyLiVe: “The nutritional and technical benefits of RemyLiVe make it a highly versatile ingredient. This nutritionally optimised product not only improves the texture and stability of a wide range of foods, but it also expands BENE0’s offering to include a wholegrain or gluten-free product option. We strongly believe that our customers will benefit greatly from this valued added ingredient.”

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Editor’s Notes:

For further information on BENE0 and its ingredients, please visit: www.beneo.com

The **BENE0** product portfolio consists of functional ingredients with nutritional and technical advantages, derived from chicory roots, beet sugar, rice and wheat. BENE0 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 BENE0-Institute, BENE0 actively supports industry partners in the development of more balanced and healthy food products.

BENE0 is a division of the Südzucker Group, employs almost 900 people and has production units in Belgium, Chile, Germany and Italy.
www.BENE0.com

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