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BENEO puts blood sugar management into the spotlight at HiE

HiE 2014, Amsterdam (2nd – 4th December), Hall 1, Booth G4

Within its overriding theme “The Power of Less”, BENEEO is putting a particular focus on balancing blood sugar levels at HiE this year. The company demonstrates how its ingredients can lower the blood glucose response of food and drinks and consequently contribute to healthy lifestyles. In addition to blood sugar management, BENEEO will also be putting its gluten-free solutions on centre stage at the show.

High glycaemic diets have been linked to the increased incidence of non-communicable diseases (NCDs), such as diabetes and obesity. With consumers increasingly aware that low glycaemic products contribute to healthy nutrition, the move to offerings that promote blood glucose management is gaining pace. In fact, in 2013 the number of worldwide launches with a low glycaemic claim increased by almost 20% compared to 2012ⁱ, with the UK leading the way for low glycaemic NPD, with a 43% increase in new products with a low glycaemic claim in 2013, compared to 2012ⁱⁱ.

Following the positive 13.5 EFSA health claims opinion for the low glycaemic characteristics of its prebiotic fibres oligofructose and inulin, as well as health claim approvals for the functional carbohydrates, Palatinose™ (isomaltulose) and ISOMALT, BENEEO is now showcasing how these nutritional benefits can be translated into appealing product concepts:

Power Chews - Incorporating BENEEO’s low glycaemic carbohydrate, Palatinose™, these chews are not sticky and maintain their soft texture during shelf life. With a sugar-like, mild sweetness, Palatinose™ has been used in this formulation to bring down sucrose levels and achieve a slower rise in blood glucose.

Velvety Yo-fruit Sips - Containing BENEEO’s ingredients Palatinose™ and Orafiti® Synergy1 (oligofructose-enriched inulin), this fruit-flavoured yoghurt drink is low glycaemic and a good source of fibre. While it is fat-free, the drink maintains a creamy mouthfeel thanks to BENEEO’s rice starch.

Dominic Speleers, Executive Member of the BENEEO Board comments: “It is fascinating for BENEEO to offer low glycaemic products that can help to delay or even avoid the onset of diseases like type II diabetes, heart disease or obesity. But such a benefit is only valuable if communicated and understood by the consumers. This is why BENEEO will complete its package by undertaking European consumer research. This is being currently conducted by BENEEO’s market research team and will look into the relevance, knowledge and understanding of the “low glycaemic” benefits of our functional carbohydrate Palatinose™ and prebiotic fibres. So far the results look very interesting.”

With Europe being the leading market for gluten-free products worldwide, BENEEO is also choosing this year’s HiE to showcase innovative gluten-free concepts. Following the overriding theme, ‘The Power of Less’, the samples on stand are demonstrating the range of nutritional benefits of BENEEO ingredients, highlighting their taste and texture potential for innovative food and drink ideas:

Gluten-free Scrumptiously Soft Muffins - Containing BENEEO’s rice starch, rice flour and oligofructose, these muffins are not only gluten-free, but retain their moistness and freshness for longer. They are also a good source of fibre. BENEEO offers various specialty rice ingredients for gluten-free product formulations that provide great taste and texture and offer additional benefits such as being clean-label, organic and non-GMO.

Gluten-free Crunchy Choc-Chips - Containing BENEEO’s highly soluble inulin HSI, rice starch and rice flour, these cookies are gluten-free and high in fibre, but also sugar-reduced. The addition of BENEEO’s inulin HSI creates a mild, sweet taste in the cookie dough and, thanks to the inclusion of BENEEO’s rice starch, the cookies also have extended shelf life and a great texture.

BENEEO’s leadership in nutrition science and food application is reflected in the official Hi and Ni Europe Conference programme which will feature two presentations from BENEEO experts:

- Christiaan Kalk, Senior Manager Nutrition Communication BENEEO, will address the potential of Palatinose™ and inulin-type fructans for blood sugar and weight management, in relation to consumer perception. Time: Tuesday, 2nd December at 1:30pm

- Isabel Trogh, Customer Technical Support Manager BENEEO, will discuss technical solutions for sugar reduced products with great taste and texture. Time: Tuesday, 2nd December at 4:30pm

For further information on BENEEO and its ingredients, visit BENEEO at HiE on the stand in Hall 1, Booth G4.

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

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, employs almost 900 people and has production units in Belgium, Chile, Germany and Italy.

www.BENEEO.com

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ⁱ Source: Mintel

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