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BENEEO presents toothfriendly bubble gum concepts with Palatinose™ at ISM 2014

26th to 29th January 2014, Cologne, Hall 10.2, Stand F62

BENEEO, one of the leading manufacturers in functional ingredients, is using ISM 2014 to showcase new avenues for toothfriendly children's confectionery with Palatinose™. Thanks to its unique nutritional and technological properties, BENEEO's functional carbohydrate allows for the development of healthier confectionery products such as the first polyol-free, toothfriendly bubble gum with a sugar-like taste and sweetness.

Consumer research conducted by Datamonitorⁱ shows that globally, 83% of all consumers see oral health as important to them. This combined with insights showing bubble gum markets in North America and Europe continuing to mature, highlights that innovation with added value products is essential to revitalize the category. By incorporating BENEEO's Palatinose™ toothfriendly functional carbohydrate, it is now possible for confectionery producers to bring a health dimension to their bubble gum ranges; opening up this gum market segment for a new category of "adult purchase for kids" products.

Thomas Schmidt, Marketing Manager at BENEEO comments: "The bubble gum category is all about pleasure and indulgence; however, we're well aware of parents' concerns surrounding dental health and understand this is a big factor for them when choosing confectionery for their children. With Palatinose™, manufacturers can add an additional health dimension to their bubble gum range, without compromising on taste, texture or processability. By combining toothfriendly properties with a great chewing experience, this new emerging category is set to stimulate bubble gum markets across the globe."

Thanks to the technical properties of Palatinose™, common bubble gum technology can be used to create innovative bubble gum, with high form stability and reduced stickiness (ensuring easy machinability and cleaning). If pellet gum is required, Palatinose™ enables smooth coatings with a pleasant crunch. The nutritional and technological benefits of Palatinose™ also make it suitable for other toothfriendly confectionery products such as chocolate and chocolate lentils, chewy candies, jellies and gummies.

BENEEO's Palatinose™ is the only toothfriendly carbohydrate derived from sugar beet to be fully digestible and low glycaemic. The toothfriendly characteristics and lower glycaemic response of Palatinose™ have both been approved by European Health Authorities (EFSA).

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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: Datamonitor, consumer research 2010