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Proven effectiveness in weight management

BENEEO's solutions for Europe's major health concern
FiE 2015, Paris (1st – 3rd December 2015), Booth #6M5

The effectiveness of BENEEO ingredients in weight management will be a key focus at Food Ingredients Europe (FiE) in Paris this year. During the exhibition, BENEEO will be presenting new product concepts on stand that highlight this health benefit.

With 36% of adults now deemed overweight and 17% defined as obese in Europeⁱ, it is no surprise that weight management ingredients are increasing in popularity with food and drink manufacturers alike. In fact, recent consumer insights commissioned by BENEEO showed that the European consumers' major health concern is weight management (43% of respondents), followed by fatigue/low energy (36%) and stress (35%). At FiE 2015 BENEEO will demonstrate how its ingredients can help manufacturers to develop tasty food and drink solutions for weight management that are validated and backed by sound science.

BENEEO is a research-driven company and the effectiveness of its functional ingredients has been recognised in numerous technical trials and scientific research studies. BENEEO's technical trials have demonstrated to food and drink producers how the company's range of ingredients can reduce sugar and fat in recipes, whilst maximising taste and texture. In addition, recent scientific research has evidenced that BENEEO's Orafiti[®] Inulin and Oligofructose help consumers of all ages to eat less, naturally and over the long term. Also, BENEEO's next generation sugar, Palatinose[™], has supported better fat oxidation in energy metabolism during clinical trials, potentially providing longer-term benefits for body composition and weight management.

Due to the company's unique chain of expertise, BENEEO is able to provide evidence-based weight management solutions that are scientifically proven, technically feasible, tasty and in line with consumer trends and expectations. The BENEEO-Institute provides insights into nutrition science and legislation, while the BENEEO-Technology Center consults on application technology as well as on formulations. Continuous primary and secondary market research by a dedicated team ensures that all solutions meet and even exceed consumer expectations.

Jens Böhm, Regional Sales Director Europe at BENEEO comments: “Our research results show that consumers are particularly concerned about maintaining their weight. Providing answers in this respect means supporting the food and beverage industry with solutions that comply with consumers’ needs. BENEEO is dedicated to offering evidence-based concepts to manage weight effectively and naturally. Ensuring that our concepts are tasty, technically achievable and provide credible health benefits is our top priority. FiE is the perfect opportunity to showcase these possibilities to both new and existing customers.”

For further information on BENEEO and its ingredients, or to meet some of the company’s nutritional, technical and market experts visit BENEEO at FiE this year on the stand, Booth #6M5.

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To arrange an interview with one of BENEEO’s nutritional, technical and market experts, please contact Publicasity on beneo@publicasity.co.uk

For further information on BENEEO and its ingredients, please visit: www.beneo.com and www.beneonews.com or follow BENEEO on Twitter: [@ BENEEO](https://twitter.com/BENEEO) or LinkedIn: www.linkedin.com/company/beneo

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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Press Release



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ⁱ Source: IDF (International Diabetes Federation)