

**November 2017**

**BENEO Launches Prebiotic Logo at FiE 2017**

*FiE 2017, Frankfurt (28<sup>th</sup> Nov – 30<sup>th</sup> Nov 2017), Booth #F61, Hall 8*

BENEO has double cause for celebration at this year's FiE. As well as marking ten years of BENEO at the show, the company will also be launching a new on-pack logo to further support the promotion of digestive health and wellness achievable through its prebiotic chicory root fibres.

'Digestive wellness' is now proving ever more popular with consumers and has even been identified by nutrition trend commentator Julian Mellentin as the number one theme for 2018<sup>i</sup>. With this in mind, BENEO is pleased to announce the launch of an on-pack logo, to be used in conjunction with the company's exclusive health claim: "Chicory inulin contributes to normal bowel function by increasing stool frequency", when BENEO Orafit<sup>®</sup> Inulin is used in a product<sup>ii</sup>.

The decision to launch a dedicated logo that can be used on-pack by its customers is supported by BENEO's latest consumer research highlighting that two out of three respondents consider the term 'prebiotic' to be appealing. With the increased drive from consumers for on-pack transparency, the prebiotic logo enables manufacturers to communicate their products' proven effectiveness even more clearly and attractively.

Originally launched at FiE 2007 in London, BENEO has built its business on a versatile portfolio of scientifically-backed functional ingredients that delivers a wide range of technical and nutritional benefits, connecting nutrition and health. Digestive wellness has long played a key role within BENEO's functional ingredient research and new product concept development. From foundational fibre trials research in the early years to continuous in-depth studies, BENEO's scientific journey has led to successful EFSA health claim approvals, including one exclusive health claim.

Dominique Speleers, Member of the Executive Board at BENEO, comments: "We are proud that over the past ten years we have focused on continuously building the scientific

substantiation of our ingredients, also testing their potential through consumer studies and providing manufacturers with ingredients that meet today's customer expectations.

“The next step for us is to enable our customers to communicate on pack the proven health benefits of our chicory root fiber offer to consumers. We are very excited to launch our new prebiotic logo at FiE. As the only plant-based prebiotic on the market, BENEО's functional fibres are well placed to help manufacturers create products that meet growing consumer interest in products that truly promote digestive wellness.”

For further information on BENEО and its ingredients, or to meet some of the company's nutritional, technical and market experts, visit BENEО at FiE this year on the stand, Booth #F61, Hall 8.

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To arrange an interview with one of BENEО's nutritional, technical and market experts, please contact Publicasity on [beneo@publicasity.co.uk](mailto:beneo@publicasity.co.uk)

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

BENEО offers functional ingredients derived from chicory roots, beet sugar, rice and wheat. BENEО 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 BENEО-Institute that provides decisive insights into nutrition science and legislation, and the BENEО-Technology Center that consults in application technology, BENEО actively supports customers in the development of more balanced and healthy food products.

**BENEО** is a division of the Südzucker Group, employs more than 900 people and has production units in Belgium, Chile, Germany and Italy.

[www.BENEО.com](http://www.BENEО.com)

## Press Release



For further press information, please contact:

Jo Kent at Publicasity

Tel: +44 (0)203 757 6811

Email: [beneo@publicasity.co.uk](mailto:beneo@publicasity.co.uk)

For further information please contact:

Thomas Schmidt, Marketing Director BENEEO

Maximilianstraße 10, 68165 Mannheim, Germany

Phone: +49 621 421-151

Fax: +49 621 421-160

Email: [thomas.schmidt@beneo.com](mailto:thomas.schmidt@beneo.com)

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<sup>i</sup> Source: 10 Key Trends in Food, Nutrition & Health 2018, Julian Mellentin, New Nutrition Business

<sup>ii</sup> Consumer information includes: the amount of inulin per portion and information about the beneficial effect of a daily intake of 12 g chicory inulin