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**BENEO set to inspire with sweet sensations**

- BENEEO presents innovative sugar-free hard candy concepts at ISM 2017 -  
29<sup>th</sup> January to 1<sup>st</sup> February 2017, Cologne, Hall 10.2, Stand G79a

At ISM 2017 in Cologne, BENEEO, one of the leading manufacturers in functional ingredients, is set to inspire visitors with its latest innovations in sugar-free hard candies presented in its new Sweets Collection.

The latest Sweets Collection includes a compilation of state-of-the-art sugar-free hard boiled candies that appeal to all senses with both a stunning visual appearance and great taste, thanks to BENEEO's unique sugar replacer, ISOMALT. Visitors to the stand will be able to enjoy tasting a variety of samples from BENEEO's Sweets Collection that respond to the latest consumer trends such as sensorial sensation and ethnic positioning.

Samples on offer from the Sweets Collection include the following sugar-free candies:

- **Fruit Veggie Twister (Orange-Carrot-Ginger Candy):** This swirl candy includes a perfectly balanced combination of fruity and spicy flavours, tapping into the trend for vegetables in new categories. According to Innova Market Insights, "the green light for vegetables" started with the rise of smoothies and juices combining fruits and vegetables. Since then, it has moved into dairy applications such as yoghurts and is set to give innovative ideas for the candy market with launches of new flavours and a healthy image.
- **Hot-Cool-Booster:** This stamped candy-in-candy is characterised by combining two opposite flavours with a thin chili-fruit layer covering the lemon-menthol core to create the ultimate sensorial experience. This innovative hot and cool flavour combination is the perfect answer for consumers increasingly searching for new taste sensations.
- **Mango Sticky Rice Delight:** This side-by-side candy concept is based on a very popular dessert in Asia and has been developed in direct response to the growing demand for "ethnic authenticity" in the market. According to Innova Market Insights, the number of new product launches with an ethnic positioning has nearly doubled in

the past four years. As more people travel abroad, consumers, particularly millennials, are increasingly looking for products with high authenticity and special ingredients to remind them of the exotic flavours enjoyed in holiday destinations such as South-East Asia.

The world's number one sugar replacer in sugar-free hard boiled candies from BENEEO, ISOMALT, is present in all of the candies included in the Sweets Collection. Derived from beet sugar, it has a mild, sugar-like sweet taste, meaning there is plenty of room for other flavours, allowing for completely unique taste combinations to be created. BENEEO's ISOMALT has received EFSA (European Food Safety Authority) health claims for both its low glycaemic and toothfriendly characteristics. Also, the US Food and Drug Administration (FDA) approved a dental health claim. Both of which open up new marketing possibilities for confectionery producers.

BENEEO's team of experts for application technology (BENEEO-Technology Center), as well as for market and consumer insights, are continuously developing innovative ideas to excite and stimulate the market for sugar-free hard boiled candies, or boilings. The company is supporting partners and customers closely throughout the complete product development process.

Thomas Schmidt, Marketing Director at BENEEO comments: "As a leading ingredient manufacturer, BENEEO is committed to delivering high quality ingredients, as well as new inspiration to the market through our innovation concepts. With our new Sweets Collection, we want to stimulate the worldwide candy market with creative ideas that are in line with current consumers' trends and at the same time appeal both in terms taste and appearance. Our new concepts will open the door to new and exciting possibilities for our customers, revitalising this very important market segment."

**Ends**

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

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