

BENEO Opens Application Center in São Paulo.

Latin American Customers will Benefit from the Development of Regional Applications

São Paulo, Brazil – May 22nd, 2019 – BENEEO, one of the leading manufacturers of functional ingredients, announced today the opening of its Regional Application Center in São Paulo, Brazil. The new Application Center allows BENEEO to better support product development in the region and enables the team to provide more localized support, including recipe adaptation, tasting sessions and lab trials for customers.

“We are very excited to open our Regional Application Center in São Paulo, as it brings our functional ingredients even closer to the Latin American market,” said Juliana Hirata, Managing Director BENEEO Latin America.

Latin America is a very versatile region in terms of typical local food and drinks. In order to support consumers in following a healthier diet successfully, food and drink products must have excellent taste to appeal to the local market. “It is BENEEO’s aim to offer product solutions for a healthier lifestyle that come with both better nutritional and technical characteristics, as well as great taste and texture. With the new Center facilities, we are now able to react more directly to regional and local application requirements,” Hirata adds.

The variety of state-of-the-art equipment in the Center will give BENEEO the ability to cover a wide range of applications, like dairy, bakery and savoury products.

BENEEO has a long history and strong heritage of bringing out the very best ingredients when it comes to its functional benefits like health, taste and texture. With the new Latin American Application Center BENEEO will be working closely with customers and partners in the food and beverage industry to develop innovative products that are in line with consumer needs.

ABOUT BENEEO

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 fiber', '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 1000 people and has production units in Belgium, Chile, Germany and Italy.

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