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BENEO encourages healthier indulgence with first toffees containing Palatinose™

27th - 30th January 2019, Cologne, booth number: 10.2G77

At this year's ISM trade fair leading functional ingredients manufacturer, BENEEO, will showcase and sample the first toffees with its functional carbohydrate, Palatinose™. The new product concept has been created to offer consumers a healthier toffee alternative. It replaces more than 30% of the high glycaemic sugars contained in a standard toffee recipe, supporting a lower blood glucose response.

The increasing global focus on healthy nutrition means that more and more consumers are searching for guilt-free indulgence. However, market research has shown that for many this still remains a challenge: one third (31%) of European consumers, always or most of the time, feel guilty when they are snacking¹. Half of German consumers and nearly two thirds of consumers in Spain, Poland and France agreeing that there aren't enough healthy sweets available².

The team of experts at the BENEEO-Technology Center decided to create a healthier toffee supporting a lower blood glucose response as alternative to existing toffee products on the market which can contain up to 65% of high glycaemic sugars. The toffee and fudge category show continued growth: it has increased faster worldwide than the overall confectionery category in the past five years, with a compound annual growth rate of 6.4% compared to 0.9%³. This development is expected to continue, demonstrating an opportunity for confectionery producers looking to develop healthier alternatives.

Thomas Schmidt, Marketing Director at BENEEO comments: "Traditionally toffees conjure up pure indulgence and nostalgia but at the same time a relatively unhealthy image for consumers. However, the new toffees with Palatinose™ that BENEEO presents at ISM preserve the traditionally creamy-sweet taste and the pleasant bite and mouthfeel of their traditional counterparts. But they have a significantly better nutritional profile, with a lower

¹ Health Focus International 2018, Global Trend Study

² Mintel 2017

³ Innova 2018

blood glucose response. This is BENEEO’s answer to growing consumers interest in “better carbs” and their wish to balance blood sugar levels whilst enjoying an indulgent treat.”

Palatinose™ (isomaltulose) is derived from sugar beet and has similar technological properties as sucrose. With its mild sugar-like taste it allows flavours other than sweetness to dominate, making it well suited for sweet snacks. Palatinose™ has received EU health claims for being toothfriendly and lowering the blood glucose response. The functional carbohydrate is fully, yet slowly released, and provides glucose in a sustained manner. This ensures that blood sugar levels stay balanced.

Those attending the show can sample the new toffees, made using the below recipe, at the BENEEO booth: 10.2G77.

INGREDIENTS (%w/w)	Toffee	Reference
Sugars & glucose syrup	35	68
Palatinose™	28	-
Water	18	13
Condensed milk	10	10
Fat	8	8
Minor ingredients (e.g. emulsifier, gum arabic, flavour)	q.s.	q.s.

Ends

For further information on BENEEO and its ingredients, please visit: www.beneo.com and www.beneonews.com or follow BENEEO on Twitter: @_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

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

www.BENEО.com

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