

Consumer Insights Confirm that BENEО’s Palatinose™ Meets Consumer Demands for an Alternative Carbohydrate

Parsippany, NJ – May 18, 2020 – U.S. consumers recognize that not all carbohydrates are alike. In a recent survey¹ that was conducted on behalf of BENEО, it was shown that consumers differ in their perspectives between various kinds of carbohydrates and are aware of alternative sugars. In fact, half of U.S. consumers believe carbohydrates that are more slowly released are better for health.

The representative quantitative survey with more than 1,000 participants across the U.S. was conducted by the market research company, Wizer. It revealed that half of U.S. females and one third of U.S. males are concerned about tiredness and lack of energy, particularly in the 18 – 44 age group. So, it is not a surprise that almost two-thirds of the U.S. consumers responding to the survey, are (highly) interested in purchasing or consuming a food/drink product providing sustained energy. The insights show that for a similar number of the participants the ideal carbohydrate “delivers energy, is made from a natural source and avoids sugar crashes.”

Jon Peters, President BENEО Inc. summarizes the results: “The survey results show once again that BENEО’s Palatinose™ meets consumer requirements for a new, high quality carbohydrate. The search for sugar alternatives is compatible with consumers’ continuing interest in staying healthy and active. With carbohydrates being the body’s – and the brain’s – main source of fuel,

¹ BENEО Consumer Research on Functional Carbs in USA 2019

carbohydrates should be chosen wisely with preference to those products with a low impact on blood sugar and insulin levels.”

In contrast to commonly promoted energy ingredients like caffeine or guarana, which may act as stimulants to increase alertness by impacting the central nervous system, Palatinose™ (generic name isomaltulose) induces a low and steady blood glucose response, which delivers a more balanced supply of energy in the form of glucose and contributes to fat burning. Derived from sugar beet, and also naturally occurring in honey, BENEО’s alternative carbohydrate Palatinose™, is generally recognized as safe (GRAS).

As an alternative sugar, BENEО’s Palatinose™ is metabolized in a more gradual way than commonly known sugars such as sucrose. It resembles sucrose molecularly, but it is slowly digested, absorbed and metabolized. This confers numerous metabolic benefits that are not seen with sucrose consumption: causing a slower and lower rise of blood glucose and insulin levels, while providing the needed energy in a sustained and well balanced way². This benefit cannot be underestimated as one-third of the respondents in the current survey indicated they avoid common sugar over concerns about blood sugar levels. Also, more than half of the consumers in the U. S. are concerned about maintaining or losing weight. Palatinose™ offers solutions here as well. Leading to low blood sugar responses and correspondingly low insulin profiles, Palatinose™ contributes to improved fat burning in energy metabolism. Hence it is providing longer-term benefits for blood glucose control, body composition and weight management. As an added advantage and clear difference to commonly known sugars, Palatinose™ has an FDA health claim that it does not cause dental cavities.

² Maresch, C.C., Petry, S.F., Theis, S., Bosy-Westphal, A., Linn, T. (2017) Low glycemic index prototype isomaltulose - update of clinical trials. *Nutrients* 9, 381.

Following the validation of high consumer interest in alternative carbohydrates, BENEEO will be showcasing “Healthier Carbohydrates, Healthier Living” at this year’s virtual IFT Global Annual Meeting mid-July. In addition to Palatinose™, BENEEO will also highlight how prebiotic fibers, plant-based proteins and rice ingredients improve a product’s nutritional profile as well as its taste and texture. This results in foods and beverages which support a more balanced diet, leading to a healthier long-term lifestyle.

ABOUT BENEEO

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 that employs more than 1000 people and has production units in Belgium, Chile, Germany and Italy.

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

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