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BENEO™ Label Makes Great Strides in Spain and Panama

The BENEO™ Label is making great strides in Spain and Panama with two major Spanish supermarket chains including it on their healthy product ranges and the largest dairy producer in Panama using it on two of its latest dairy products. The wide range of products that now carry the BENEO™ Label demonstrates the appeal that the program continues to have across the globe.

The BENEO™ Label Program, which first began as a joint European led initiative between food manufacturers and BENEIO in Belgium, is designed to communicate the health benefits of Orafiti® inulin and oligofructose (prebiotic ingredients), through the use of one easy-to-understand quality label. The label provides a product with a recognisable symbol that indicates to consumers that the product contains a sufficient amount of Orafiti® inulin or oligofructose to support a scientifically proven health claim.

BENEO™ Label at El Corte Ingles and Hipercor

El Corte Ingles and Hipercor, Spain's largest supermarket chains, have recently launched Bebida de Chufa, a functional drink which includes BENEIO's Orafiti® Synergy1 (a patented form of oligofructose enriched inulin). Bebida de Chufa is part of *Special Line*, a healthy product range developed by El Corte Ingles and Hipercor and it carries the BENEO™ Label as it contains a sufficient amount of Orafiti® ingredients to promote a healthy intestinal flora. A single 200ml glass of Bebida de Chufa not only promotes good digestive health, but also provides 30% of daily zinc and vitamins A, C and E requirements and in addition has health enhancing antioxidant properties.

Tim Van der Schraelen, Marketing Communication Manager at BENEIO comments: "We are delighted that big supermarket chains such as El Corte Ingles and Hipercor are acknowledging the value of a quality label such as BENEO™. We hope that other countries will see the success of healthy product ranges such as *Special Line* and realise the potential of communicating the health benefits of our ingredients through the BENEO™ Label. Our excellent knowledge and understanding of the functional market

and consumer behaviour allows us to provide a high quality service, ensuring that initiatives like our BENEOTM Label Program continue to support our customers in their new product development.”

BENEOTM Label in Panama

Although the BENEOTM Label is on many products across the globe, it is thanks to Estrella Azul Industrias Lácteas that the BENEOTM Label has now arrived in Panama. Estrella Azul, the largest dairy producer in Panama, has developed two products: Vita Slim LOW Fat, a fat reduced milk, and NON Fat Milk, a reformulated non fat milk, both promoting calcium absorption and active fibre, thanks to BENEOTM's patented and unique Orafiti®Synergy1 ingredient. The products have been well received having benefitted from an extensive marketing support campaign that has included TV commercials throughout the country.

New product launches from around the world

As the BENEOTM Program has grown, so has the number of products launched around the world. Here is a sample of some of the latest product launches:

Spain: UHT tiger nut drink - Bebida de Chufa – included in the healthy range of products SPECIAL LINE from the supermarkets El Corte Inglés and HIPERCOR. This vegetable drink promotes prebiotic effect thanks to the incorporation of Orafiti®Synergy1.

Panama: Vita Slim LOW Fat Milk (1,5% fat) and NON Fat Milk (less than 0,1% fat) with active fibres from Estrella Azul, the largest dairy producer in Panama. Both milks include Orafiti®Synergy1 and promote a better intestinal transit as well as better calcium absorption.

Brazil: Palate Chocolate Active, powder chocolate mix with fibres from Savon. The inulin fibre contributes to the balance of the intestinal flora.

Germany: Fruit + Veg - Figur Plus – powder mix from GSK (Abtei) promoting the satiety effect thanks to the mix of fibres from fruit and vegetable origin.

Romania: 2 food supplements from Innergy: Bifido-Plus and In-Ca. Bifido-Plus promotes the bifidogenic effect and a better intestinal transit while In-Ca promotes an improved calcium absorption and bone mineral density.

Macedonia: BALANS bread from Zito Vardar. White bread containing inulin fibre for a improved digestion.

BENEOTM Label goes digital

As the www.beneo.com website goes from strength to strength, with over 22,000 visitors per month, new sections continue to be added. To further communicate the benefits of the BENEOTM Label, a new advice section has been included on the website called My FeelGood Factor. The objective is to create an online environment where people interested in nutrition and health can find relevant information. A nutritionist gives new advice to consumers every month. In addition, the BENEOTM Label program has its own [dedicated Facebook page](#) to educate consumers on the BENEOTM Label and drive awareness of the program.

To find out more about the BENEOTM Program or how to become a partner please visit www.beneo.com or go to the [BENEOTM Label Facebook page](#).

Ends

The **BENEOTM** product portfolio consists of functional ingredients with nutritional and technical advantages, derived from chicory roots, beet sugar and rice. BENEOTM is the ideal partner to help improve the health (weight management, energy for mental & physical performance, digestive, bone and dental health), taste, texture and nutritional value (fat and sugar replacement/fibre enrichment) of a product. Through a unique chain of expertise, including the BENEOTM-Institute, BENEOTM actively supports (industry partners in) the development of more balanced and healthy food products.

BENEOTM is a division of the Südzucker Group, employs almost 900 people and has production units in Belgium, Chile, Germany and Italy.

www.BENEOTM.com

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