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BENEO sets the pace for a new era of energy drinks

BENEO, one of the leading manufacturers of functional ingredients, is setting the pace in a range of next generation sustained energy drinks, thanks to its functional carbohydrate Palatinose™.

Rhino's launches its ultimate work/balance drink - Germany

rhino's energy GmbH, Germany's second largest energy drink producer, has just launched its 'Natural Energy & Fruit' sustained energy drink, which is being marketed as the ultimate work/balance drink. Rhino's is the ultimate provider of prolonged energy. Thanks to the combination of the functional carbohydrate isomaltulose (marketed under the brand name Palatinose™) and a selection of real juices, this product offers those looking for sustained energy a natural, balanced alternative to 'stimulant-based' energy drinks. Enlarging the existing energy drink portfolio of Rhino's, the product contains real cranberry juice, white grape juice and isomaltulose, derived from sugar beet. All ingredients included in Rhino's are naturally based and have no artificial flavourings, additives or taurine. Furthermore, the amount of isomaltulose used in the formulation has broad and comprehensive scientific data proving the effect of prolonged energy.

Blending sustained energy and alertness – Germany and Austria In an interesting mix of sustained energy and instant alertness, Convivo GmbH, has just launched its 'Take Off' energy drink in Germany and Austria (other countries are planned). Containing the combination of functional carbohydrate Palatinose™ (generic name isomaltulose) and taurine and caffeine, 'Take Off' offers consumers the unique blend of sustained energy, alongside the instant alertness associated with neurostimulant ingredients. Marketed as boosting 'body and soul', 'Take Off' comes in a 'red energy and fruit mix' flavour, which contains raspberries and red berries.

Thanks to the addition of Palatinose™, both energy drinks provide energy over a longer period of time in the form of glucose - the essential energy source for mental and physical performance. Due to the steady release of glucose, blood glucose and insulin levels remain consistent, avoiding the "crash" consumers associate with more traditional forms of energy drinks. In addition the drinks provide a combination of carbohydrate energy as well as increased alertness.

Tim Van der Schraelen, Marketing Communication Manager at BENEEO comments: “There is a growing trend for drinks that help consumers to ‘make it through the day’. This sub-trend within health beverages is being driven by consumers’ continued need for energy. This need has triggered the creation of increasingly innovative blends of drinks which, as we see with Rhino’s Natural Energy & Fruit sustained energy drink and Convivo’s Take Off energy blend, not only create but maintain energy in consumers.”

For further information on BENEEO and its ingredients, please visit: www.beneo.com

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The **BENEEO** product portfolio consists of functional ingredients with nutritional and technical advantages, derived from chicory roots, beet sugar, rice and wheat. BENEEO 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 BENEEO-Institute, BENEEO actively supports (industry partners 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

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