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BENEEO to strengthen chain of expertise for customers at Fi Europe

Fi Europe and Ni 2011, 29th Nov – 1st Dec, Paris, Hall 4 Stand: 12

At this year's Fi Europe (FiE) in Paris, BENEEO – one of the leading manufacturers of functional ingredients – will demonstrate its continual commitment to support customers in all phases of product development by announcing the creation of its BENEEO-Technology Center.

The BENEEO-Technology Center brings together BENEEO's long-standing food application and technical expertise to enhance and encourage product innovation. As such it will complement BENEEO's chain of expertise providing customers with specialist advice to tackle technical questions in product development and formulation. The foundations for this were laid in 2009 when BENEEO founded the BENEEO-Institute, which offers guidance and thought leadership in nutrition, health and regulatory affairs. Additionally, BENEEO developed its expertise to provide customers with dedicated consumer and market insights, going so far as developing product and marketing concepts to demonstrate the benefits of BENEEO's functional ingredients.

Highlighting one of the areas of expertise covered by the BENEEO-Technology Center, Rudy Wouters, Vice President Food Application Technology and Head of the BENEEO-Technology Center, will be speaking at FiE on the topic of creating texture and creaminess in reduced-fat food products.

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Editor's Notes:

To arrange an interview on stand with one of our teams of experts at BENEEO, please contact the BENEEO press office on:

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

The **BENEО** product portfolio consists of functional ingredients with nutritional and technical advantages, derived from chicory roots, beet sugar, rice and wheat. BENEО 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 BENEО-Institute, BENEО actively supports (industry partners in) the development of more balanced and healthy food products.

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

www.BENEО.com

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