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**BENEEO presents new candy concepts from its 'Sweets Collection' think tank
at ISM 2013**

27th to 30th January 2013, Cologne, Hall 10.2, Stand F62

BENEEO, one of the leading manufacturers in functional ingredients, is presenting a range of innovative sugar-free and sugar reduced candy ideas from its 'Sweets Collection' creative think tank at ISM this year. These include two recently developed concepts: 'Dessert Candy' and 'Candy in Candy'.

Candy concepts inspire innovation

BENEEO's 'Sweets Collection' think tank is the basis for new innovative candy ideas that include both visual concepts as well as the development of technical samples and recipes. Working closely with confectionery machinery experts, BENEEO will be bringing a range of new sugar-free candy ideas to ISM that use the company's sugar replacer ISOMALT and show the technical feasibility of some of its inspiring candy concepts.

Two of the concepts that will be available to taste on stand will be BENEEO's 'Dessert Candy' and 'Candy in Candy'. According to Mintel 2012, adults are looking for functionality and flavours when buying candies. By creating a multi-layered candy in three different colours and flavours, the 'Dessert Candy' concept is perfectly placed to meet this growing trend by offering adults a real confectionery treat. In addition, BENEEO's 'Candy in Candy' concept embeds a colourful, raspberry and melon flavoured candy inside a transparent cube. According to Datamonitor consumers are looking for new experiences that create sensory sensations, 'Candy in Candy' makes this consumer desire a reality with eye-catching shapes, brilliant colours and new flavour combinations. Both concepts are toothfriendly and sugar-free.

'SteviaBalance' with BENEEO

A candy that will also be on stand at ISM will be the fibre-filled candy 'SteviaBalance'; recently launched by German confectionery manufacturer Bodeta. This fibre-enriched candy without added sugar was originally a BENEEO marketing concept from the Sweets Collection

think tank. It was then realised by Bodeta, in close cooperation with BENEEO. Throughout the process, BENEEO's unique chain of expertise, including the BENEEO-Institute, the BENEEO-Technology Center as well as the company's marketing experts supported the candy's development. The product includes a liquid core that incorporates BENEEO's dietary fibre oligofructose and the main body of the candy contains ISOMALT, oligofructose and Stevia. Considering the insufficient levels of fibre intake consumers worldwide are facing, sweets with oligofructose are a creative way of helping to close this gap, whilst offering a sweet treat that doesn't compromise on taste or mouthfeel.

BENEEO's long standing expertise in oligofructose and ISOMALT offers manufacturers an alternative to sucrose whilst providing multiple benefits to consumers. BENEEO's oligofructose is one of the best researched prebiotics worldwide whereas ISOMALT is the only sugar replacer which is derived from sugar beet and thus has a similar sweetening profile to sugar; making it the number one sugar replacer in sugar-free hard candies. In addition, its toothfriendly and low-glycaemic characteristics have been positively evaluated by EFSA.

Jens Böhm, Marketing Manager at BENEEO comments: "We regard ourselves not just as a supplier of functional ingredients, but as a company that promotes innovations to the global food market. In this respect we explore the boundaries of what is technically feasible and provide ideas for new products, based on consumers' needs. We will have experts on stand throughout ISM to discuss the new products and the possibilities that working with BENEEO provides."

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

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 insights into nutrition science and legislation, and the BENEEO-Technology Center that

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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, employs almost 900 people and has production units in Belgium, Chile, Germany and Italy.

www.BENEEO.com

For further press information, please contact:

Jo Kent at Publicasity

Tel: +44 1442 261199

Email: BENEEO@publicasity.co.uk

For further information please contact:

Jens Böhm, Marketing Manager BENEEO

Gottlieb-Daimler-Straße 12, 68165 Mannheim, Germany

Tel: +49 621 421 102, Fax: +49 621 421 160

Email: jens.boehm@beneo.com