

**February 2015**

**BENEEO presents toothfriendly confectionery for children at ISM 2015**

**1<sup>st</sup> – 4<sup>th</sup> February 2015, Cologne, Hall 10.2, Stand F66**

As a leader in functional ingredients, BENEEO is using ISM 2015 to present its range of toothfriendly children's confectionery product concepts. At the show, BENEEO will be showcasing on stand bubble gum and chocolate lentil concepts that have successfully undergone scientific testing with plaque pH telemetry. Both products are toothfriendly and fully digestible due to the inclusion of BENEEO's carbohydrate, Palatinose™, which completely replaces sucrose in the formulation.

With 83% of consumers globally paying high attention to oral health<sup>1</sup>, products made with the toothfriendly carbohydrate, Palatinose™, are set to become increasingly popular. The non-cariogenic benefits of Palatinose™ have received EFSA 13.1 and U.S. Food and Drug Administration (FDA) health claim approvals. Being the only toothfriendly, low glycaemic and fully digestible carbohydrate, Palatinose™ is ideal for food producers looking to explore new avenues in children's confectionery. This is an area where standard sugar-free formulations are less desired, because children are particularly in need of balanced carbohydrate energy. The concepts at ISM 2015 have been clinically tested using plaque pH-telemetry<sup>2</sup>, which is the worldwide established method of testing toothfriendliness.

The bubble gum concept at ISM 2015 has a pleasant banana flavour and can be produced using existing bubble gum technology. Its reduced stickiness facilitates processing and cleaning and offers high form stability to manufacturers. The added benefits of incorporating Palatinose™ in BENEEO's chocolate lentil concepts are a smooth coating and a pleasant crunch, while the core provides a similar mouthfeel and taste to conventional chocolate.

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<sup>1</sup> Datamonitor, consumer research 2010

<sup>2</sup> plaque pH-telemetry: The test uses in-vivo testing of volunteers and measures the acid production beneath the plaque on the tooth surface during and after the consumption of a food. If the pH-value remains above the critical value of 5.7 within half an hour of consumption, food products are considered toothfriendly.

All of this, combined with the low glycaemic properties and sugar-like sweet taste of Palatinose™ enriched products, delivers the potential to innovate for confectionery manufacturers looking for nutritional and technical benefits, without sacrificing taste.

Katja Reichenbach, Product Manager Palatinose™, BENEEO commented: “According to the [World Health Organisation](#), more than 60 percent of school children worldwide suffer from dental cavities. This figure shows the urgent need for confectioners to offer innovative solutions for sweet-toothed youngsters. We are pleased to present our toothfriendly tested bubble gums and chocolate lentils with Palatinose™. The positive results of the pH-telemetry show once again that Palatinose™ is *the* ingredient of choice when it comes to toothfriendly confectionery – especially for children.”

For on-stand interviews at ISM 2015, please contact the BENEEO Press Office on [beneo@publicasity.co.uk](mailto:beneo@publicasity.co.uk).

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For further information on BENEEO and its ingredients, please visit: [www.beneo.com](http://www.beneo.com) and [www.beneonews.com](http://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 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.BENEO.com](http://www.BENEO.com)

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