

BENEEO Showcases Natural Energy Management Options at IFT
Next generation sugar Palatinose™ provides sustained energy for all ages

Chicago, IL – July 11, 2015 – During this year’s IFT Food Expo, ingredient manufacturer BENEEO will be highlighting natural food and beverage options for energy management with its next generation sugar, Palatinose™ at booth #709. Derived from beet sugar, Palatinose delivers energy in a balanced and sustained way naturally.

“BENEEO sees an enormous potential for future food and drinks providing balanced and sustained energy from natural sources. According to market research commissioned by BENEEO, consumers of all ages are seeking natural sources that will provide the delivery of sustained energy throughout the day. But they feel that existing energy drinks simply provide an initial alertness burst and then a subsequent crash effect,” said Jon Peters, President of BENEEO Inc. “Our low glycemic sugar Palatinose provides body cell energy in a balanced and sustained way and promotes enhanced fat oxidation during physical activity – characteristics that matter to consumers.”

The need for options to better manage energy naturally is a concern for endurance athletes as well for consumers leading a hectic lifestyle including multiple demands from their jobs, households and family lives with kids. Consumer research shows that 67 percent of the U.S. population is concerned about having enough energy to successfully perform throughout the day¹. More than every second US consumer is looking to gain energy in a natural way, without the boost and crash delivered by commonly known sugars such as sucrose, high-fructose corn syrup or maltodextrin². At the same time consumers try to avoid other products like caffeine or guarana that only provide “energy” by manipulating our central nervous system but do not provide actual energy for body cells.

¹ BENEEO consumer research 2013

² Health Focus International 2013

Being chemically classified as sugar but having completely different physiological characteristics BENEО's Palatinose is the next generation sugar. It is the only fully available but slowly released sugar that supplies our body with energy in a fully sufficient and more balanced and sustained way than other sugars. Being low glycemic, low insulinemic and contributing to a better fat oxidation in energy metabolism, Palatinose is potentially providing benefits for glucose control, body composition and weight management. An FDA health claim also confirms that Palatinose does not promote tooth decay. Palatinose is non-GMO, and is derived from beet sugar. In nature, it can also be found in honey and sugar molasses.

Visitors at BENEО's booth #709 will have the opportunity to speak to endurance athlete Stefan Schlegel who is using Palatinose as his main source of carbohydrate energy during both training and competition. He will be cycling at the BENEО booth during the entire IFT opening hours on Sunday, July 12 and Monday, July 13. Schlegel successfully finished the 3,000-mile non-stop Race Across America (RAAM) in 2012 and 2014. He will team up with Palatinose again for RAAM 2016 as well as for the 6-12-24 hour world time trial championships in November 2015 in Borrego Springs, CA. According to Schlegel both during RAAM 2014, "I did not experience a single hunger pang during the race, never felt a lack of energy and my blood glucose level remained constant, which is crucial for endurance races."

Visitors to the BENEО booth can also test samples and speak with BENEО's technical and nutritional experts. The company will feature technical samples including a breakfast cookie that combines Palatinose and the chicory root fiber Orafiti[®] Inulin and thus is a "source of fiber" and "reduced glycemic". Gluten-free muffins will also be available for tasting. Containing BENEО's rice starch, rice flour and prebiotic fiber oligofructose they retain their moistness and freshness for longer and are also a good source of fiber. Additionally, a market sample of Nth Degree's low GI drink will be featured, which utilizes Palatinose as the low glycemic carbohydrate power in its formula.

About BENEО

BENEО offers functional ingredients derived from chicory roots, beet sugar, rice and wheat. BENEО 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 fiber', '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 BENEО-Institute that provides decisive insights into nutrition science and legislation, and the BENEО-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.

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

Media Contact: To arrange an interview at booth #709 with one of our BENEEO experts at IFT, please contact the BENEEO Press Office:

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