

Prinova launches premix solution line for Asia Pacific market

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Prinova is launching a new premix solution line for the growing functional food ingredients market in Asia Pacific.

At FiAsia Thailand in Bangkok, the company will showcase three innovative beverage concepts.

Introducing Lifestyle & Replenish, a delicious and functional hydration beverage with a refreshing dragonfruit flavour. It contains Cococin, a freeze-dried derivative of coconut water, which is known as a natural isotonic sports drink. This drink provides electrolytes, BCAAs, B vitamins, and antioxidants to replenish and refuel the body.

Plant Protein is a vegan beverage that combines matcha and white chocolate flavours with pea and fava bean protein to support healthy, active lifestyles.

The Ginger & Yuzu Healthy Ageing beverage is made with EAAAlpha - a full spectrum of essential amino acids that help prevent muscle function decline as people age. This beverage also includes clinically researched ingredients like Aquamin, Curcumin C3 Reduct, and BioPerine, which support common age-related changes such as loss of bone density.

James Street, Marketing Director EMEA & APAC at Prinova, said, "Functional and fortified products are enjoying fantastic growth in the Asia Pacific region. So it's vital that manufacturers have a premium-quality premix ingredients partner to help them maximise the opportunities in this fast-evolving market. These exciting concepts are just a small taster of what brands can achieve with the right premixes for their new product development."