

Bimuno GOS prebiotic available in China through Prochin distribution deal

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Clasado Biosciences (Clasado) has penned a new exclusive distribution agreement with Shanghai Prochin (Prochin), a division of health ingredient specialist, Alliance Nutrition Group.

The deal will see galactooligosaccharide ingredient Bimuno GOS made available to health and nutrition formulators in China, marking another exciting step in the commercial growth of Bimuno GOS.

Now available as part of Prochin's functional ingredient portfolio, Bimuno GOS can help Chinese health and nutrition brands capitalise on the growing consumer demand for scientifically backed gut health solutions.

David Mharakurwa, Director of Sales APAC & MEA at Clasado, said: “We are delighted to partner with Prochin and enable our science-backed Bimuno GOS to be available in China as we expand our presence in the Asia-Pacific region. Over the last two years, our growing distributor network has seen Bimuno GOS become available in Thailand, Indonesia, Vietnam and Japan, so we are delighted to increase that footprint even further.

“The commercial opportunity for Chinese formulators is clear. The Asian prebiotic market is expected to see a strong compound annual growth rate of over 15 per cent according to market data firm Grand View Research, so it is the ideal time to explore why Bimuno GOS, now backed by more than 120 publications, stands as the perfect choice.”

Bimuno GOS is suitable for a wide range of product applications and combines scientific underpinnings with versatility and stability. As well as dietary powder supplements, it is ideal for creating gut health-focused functional foods, snacks and beverages, yoghurts and dairy products and synbiotic and sports nutrition products.