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Prinova Europe to showcase functional nutrition capabilities at Vitafoods Europe

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Prinova Europe will showcase its functional nutrition capabilities in great-tasting, ready-to-mix beverage concepts targeting consumer trends at Vitafoods Europe (20th to 22nd May in Barcelona).

New consumer research by the premix and blends specialist has found that 53 per cent of consumers cite great taste as the primary influence on purchase. Prinovaâ??s Vitafoods concepts combine trending flavours with functional nutrition and branded ingredients to demonstrate how manufacturers can develop innovative products that address key market needs. They include:

Citrus Blast â?? a pre-workout beverage packed with ingredients to unlock performance potential. This has been identified by Prinovaâ??s research as a megatrend and of particular interest to sports and active nutrition consumers. The citrus-flavoured drink includes L-citrulline, natural caffeine and B vitamins. It also contains 200mg of CitraPeak, the first 100 per cent soluble form of hesperidin. Currently available in the US, the clinically supported pre-workout ingredient will soon be launched in Europe.

Good Guts Lemon Ginger Tea â?? a refreshing drink for digestive health support. Prinova research has identified digestive/gut health as a megatrend and consumersâ?? primary health concern. The concept includes Aquamin, a marine mineral complex and prebiotic for which Prinova recently acquired exclusive distribution rights in the DACH region. In human studies, Aquamin has shown potential for aiding gastrointestinal tract health.

Young at heart â?? In Prinovaâ??s recent market research, healthy ageing emerged as a key concern, with over half (52 per cent) of consumers saying it significantly affected their choices of food or nutrition products. Specially formulated to meet this need, this red fruit-based beverage concept contains ingredients such as saberry, vitamins A and C, and magnesium.