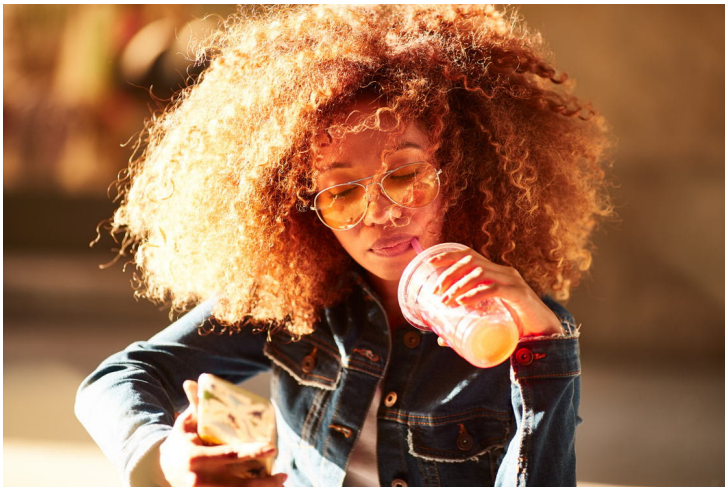


Prinova showcases on-trend beverage solutions at Fi Europe

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Prinova will highlight a new range of beverage concepts targeting key consumer health and nutrition trends at Fi Europe (2nd to 4th December in Paris).

The leading provider of bespoke premixes and blends will showcase three new “Inner Power” functional beverage concepts. With a “feeling good from the inside out” theme, the ready-to-drink range is designed to inspire innovation and drive category growth:

Inner Glow Citrus and Maracuya – a vibrant orange drink containing beauty-from-within ingredients, including lemon balm extract, chamomile extract, and marine collagen. Prinova’s trends insights have highlighted growing consumer awareness of the relationship between nutrition, beauty, and personal care.

Inner Balance Lime Cucumber and Mint – a soothing green beverage supporting gut health, with ginger root extract, apple cider vinegar powder, and passion flower extract. Gut/digestive health is an established megatrend¹, with Prinova research identifying it as the primary health concern for 85 per cent of consumers.

Inner Focus Mixed Berries Blush – a rich red drink targeted at cognitive wellbeing, which Prinova’s functional health trends research has identified as a megatrend. Consumers are increasingly focused on proactive, convenient nutrition strategies for cognition, with 80 per cent citing brain health/mood as the most important health issue. Mixed Berries Blush features a B vitamin blend to support cognition claims, alongside coenzyme Q10 and functional ingredients from natural sources, including the branded Aronia Melanocarpa berry extract BrainBerry.

James Street, Global Marketing Director at Prinova, said: “We are delighted to be showcasing our delicious new Inner Power range of holistic, functional beverage concepts at Fi Europe. They demonstrate how Prinova adds real value for

manufacturers across the innovation journey, starting with identifying the key consumer trends that will shape the market and create exciting new opportunities. From our comprehensive market updates to unrivalled expertise in ingredient sourcing and distribution, new product development, and co-manufacturing, we are uniquely positioned to help our partners realise their potential.â••