

Prosur to Showcase Natural, Clean-Label Ingredient Solutions at Fi Europe 2026

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Prosur will showcase its natural ingredient solutions at Fi Europe, demonstrating how its “Protect Food with Food” approach can help manufacturers adapt to a changing regulatory and consumer landscape.

Across Europe, there is a shift away from ingredients perceived as unnatural or synthetic. Last year the EU lowered the levels of nitrite and nitrate additives permitted in processed meat, fish and cheese, and half of European consumers say they prefer a natural or clean label approach to healthy eating, with many actively limiting artificial ingredients.

Governments are also getting tougher on sugar – the German cabinet, for example, recently approved draft legislation to tax sugar-sweetened drinks. Meanwhile, brands are looking for sweetener solutions that allow them to offer nutritional benefits, as well as reducing or removing sugar.

Prosur's Get it Natural toolbox contains a range of natural and clean-label solutions created with a philosophy of “protecting food with food”. They can help manufacturers remove unwanted chemicals and reduce sugar, artificial sweeteners and salt, while improving taste. Additionally, many of them offer nutritional benefits. For example, Prosur's carob-based sweetener systems deliver dietary fibre and naturally occurring polyphenols.

At Fi Europe (17th to 19th November in Frankfurt), Prosur will debut ‘GIN Drinks & Food’ – a purely showcase brand. Under the GIN label, it will present a range of application concepts made with solutions from the toolbox, including meat snacks, ready-to-eat dishes, condiments such as mayonnaise, baked goods and beverages.

Simon Claessens, Global Director, Sales & Business Development, Prosur, said: “The environment in which Europe's food and beverage manufacturers operate is undergoing a fundamental transformation, with both governments and consumers driving a shift away from synthetic towards natural. Meanwhile, ingredients, in particular sweeteners, are being asked to do more than ever – to deliver taste, nutrition, functionality, sustainability and cleaner labels. At Fi Europe, we'll be demonstrating how the Get it Natural toolbox – based on our philosophy of protecting food with food – can help meet all these needs.”