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**PRESS RELEASE: HEALTH INGREDIENTS EUROPE 2012**

***Naturex – Stand E6***

**New natural energy drink concept promises a ‘Lift’ in sales  
among female and more mature consumers**

Naturex has created a new energy drink concept that will enable beverage companies to develop products that appeal to the kinds of consumers who do not usually buy energy drinks.

‘Lift’, which is being unveiled at Health Ingredients Europe 2012, is a natural and refreshing fruit-flavoured carbonated drink formulated with ginger and ginseng extracts – two botanical ingredients associated with energy boosting properties.

Coloured with paprika extract, and packaged in a chic 250ml can, Lift has been designed to resonate with women and consumers aged over 35. These demographic groups have traditionally been overlooked by the energy drinks sector – even though together they represent more than half of all consumers.

Antoine Dauby, Marketing Director at Avignon-based Naturex, said: “The global energy drink market was worth a massive €26.5 billion a year in 2011, according to research by Zenith International<sup>1</sup>. But there are still large numbers of people who are not currently engaging with the energy drinks market because they feel they can’t identify with existing brands, and don’t like the chemical-sounding ingredients found in many energy drinks.”

He continued: “Our new Lift concept addresses these barriers to purchase directly by creating an alternative to traditional energy drinks, using only natural ingredients, that will appeal to female consumers and more mature demographic groups. We believe Lift will act as a platform to inspire beverage companies to create innovative energy drink brands that score more highly on naturalness and healthiness than current energy drinks, thereby attracting new consumers to the category.”

The ginger and ginseng extracts used to create Lift are part of Naturex’s NAT healthy™ range of botanical extracts. Examples of other natural energy-boosting ingredients in the range include maca, rhodiola, guarana, yerba mate, and

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<sup>1</sup> The 2012 Zenith Report on Global Energy Drinks  
<http://www.zenithinternational.com/articles/1012/Global+energy+drinks+market+spurts+ahead+to+%2437+billion>

rosehip. All provide manufacturers with the opportunity to formulate innovative natural energy beverages that will appeal to a broad cross-section of consumers.

Antoine Dauby added: "Everybody needs a boost in energy now and again, whatever their age or gender. But most of the energy drinks on the market today lack appeal for large numbers of people. Our new Lift concept will show companies how it is possible to tap into female and more mature shopper groups to gain an edge in what is a very competitive market. We look forward to welcoming visitors to Health Ingredients Europe to our stand so they can see for themselves how this can be achieved."

## **ENDS**

**Health Ingredients Europe takes place at the Messe Frankfurt in Germany from 13-15 November 2012. Naturex is exhibiting on Stand E6. Journalists are invited to come to the stand to meet the Naturex team and sample the new Lift energy drink concept for themselves.**

### **About Naturex**

**Naturex manufactures natural speciality ingredients for the food & beverage, nutrition & health and personal care industries. Headquartered in France, Naturex employs 1,300 people and has 15 production units located in Europe (France, Italy, Spain, Switzerland, England and Poland), the USA (New Jersey and California), Brazil, Australia, Morocco and India. In addition, the group has several sales offices worldwide. Visit [www.naturex.com](http://www.naturex.com) to find out more.**

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