

## Natural preservation is a trend whose time has come, says Naturex

**Avignon, 15th November 2013 - Natural antioxidant systems are gaining momentum as more and more consumers turn their backs on foods containing artificial additives.**

Based in France, Naturex is a leading supplier of natural antioxidant solutions for the food and beverage industry. The company says it has recorded a sharp increase in demand for natural antioxidants derived from plants, such as its NAT stabil® rosemary-based antioxidants, which can be used by manufacturers to preserve colour and flavour in their products, and keep foods fresher for longer.

Mintel's Global New Product Database reflects this trend. It shows that in the first nine months of 2013 there were 312 products launched in the EU containing antioxidant rosemary extract, compared with 161 in the same period in 2012 and 48 in 2011 – an increase of 550% over the two years.

Baptiste Demur, Business Manager at Naturex, said: "We believe the growing popularity of rosemary extracts will continue in the coming years as consumer demand for clean labels maintains its momentum. Our rosemary extracts are effective in terms of their antioxidant properties, and also fully in tune with consumers' expectations. Shoppers are rejecting chemical additives, but they still expect the products they buy to offer an adequate shelf life. In addition, they like the idea that their food is preserved with a familiar herb they have in their kitchen cupboards at home and often cook with."

He continued: "Furthermore, the regulatory environment has become more favourable, as shown by the European Commission's recent decision to broaden regulations covering the use of rosemary extract as an antioxidant in lean meat and fish products. Natural preservation is a trend whose time has come."

The NAT stabil® range features a wide range of natural antioxidant solutions, optimised for use in meat & poultry products, baked goods and cereal-based snacks, sauces and stocks, oils & fats, seasonings and many more.

Naturex will showcase its natural antioxidants at Food Ingredients Europe (Stand 8E12), which takes place at the Frankfurt Messe from 19-21 November 2013. Visitors will be invited to taste a new lean, cured roast pork application, developed by the group to highlight the capabilities of its rosemary-based solutions.

### **About Naturex:**



*Naturex is the global leader in specialty plant-based natural ingredients. Through its dedicated business units, the Group addresses the specific needs of 3 strategic markets: Food & Beverage, Nutrition & Health, and Personal Care. The company offers its customers a full array of high quality ingredients, responsibly sourced from nature for food, pharmaceutical, nutraceutical and cosmetic applications.*

*Naturex's head office is Avignon, France. The company employs more than 1,400 people and benefits from 8 sourcing offices around the world and high-performance manufacturing operations across 15 sites in Europe, Morocco, the United States, Brazil, Australia, and India. It also has a global commercial presence through a dedicated network of sales offices in more than 20 countries.*

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