

## Naturex to build concept supermarket to showcase natural capabilities

**Avignon, 19<sup>th</sup> November, 2013 - Botanicals supplier Naturex is to set up a NAT market – a store stocked with natural products – at Food Ingredients Europe 2013.**

Exhibiting on Stand 8E12, Naturex will fill the shelves of the concept supermarket with a range of prototype products made using natural ingredients from its whole portfolio. The shop, which is being created especially for FIE, will demonstrate the potential for creating every-day foods and beverages that are free from artificial additives and contain ingredients sourced from nature.

Paul Janthial, Business Unit Director for Food & Beverage at Naturex, said: “An increasing number of consumers today want the products they buy in supermarkets to contain similar ingredients to those they have in their kitchen cupboards. This means manufacturers need to find natural and consumer-friendly solutions for their products.”

He continued: “We have created the NAT market to bring to life our capacity to provide these solutions. It will highlight how Naturex’s application laboratories can help food and beverage companies create new products, or adapt existing lines, so that they meet the trend for all things natural.”

Products ‘on sale’ in the NAT market will include savoury products such as papaya ginger & sweet chilli chips, lime chilli & mango lemongrass dip sauces and roasted pork. Sweet products on show will range from functional beverages and functional jellied gums to naturally coloured candies.

Paul Janthial added: “As a result of consumer demand, natural ingredients are no longer only for premium products but have now become part of the mainstream. Natural doesn’t have to mean expensive, and our NAT market at FIE will enable us to demonstrate how cost-effective it can be to create natural products that shoppers will love.”

Food Ingredients Europe is taking place at the Frankfurt Messe from 19-21 November 2013. Naturex will exhibit on Stand 8E12.

### **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.*

**[www.naturex.com](http://www.naturex.com)**

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