

Naturex enriches its offering for the Food and Beverage industries

Chicago, 18th July: Naturex launches a selection of new ingredients for the Food and Beverage industries during the IFT annual trade show currently held in Chicago, Illinois

Rising consumer interest for all natural food products is driving innovation within the food and beverage industries. Naturex has developed an approach to meet both industrial expectations for highly effective ingredients and consumer demand for all natural food products. Naturex develops and markets a range of innovative natural specialty ingredients that are able to substitute chemical products. Naturex is proud to unveil the following new developments:

- In the NAT stabil[®] line, Naturex launches Xtrablend[™] RP, a synergistic blend of rosemary and pomegranate extracts. This combination of two powerful botanicals achieves an optimal antioxidant protection in food products. In addition, the company will unveil several application studies conducted by its team of Food Scientists.
- In the NAT arom[®] line, the floral plant extracts collection is extended. Among the new references, Naturex will introduce Rose, Hibiscus and Brazil Cress. Naturex also enhances its offer of essential oils and oleoresins. Beyond the classic references, Naturex launches 2 subcategories:
 - **Aquaready[™]**, a range of products that are naturally compatible with water and low-fat products.
 - **EZ-Caps[™]**, a choice of references obtained through a proprietary process, including encapsulation and spray-drying, that protects the aromatic compounds from losses or degradation of the aromas over time.

The major event for Naturex this year remains the integration of Natraceutical's ingredients division. It has allowed Naturex to broaden its ingredients portfolio even further; with the addition of fruit and vegetable powders, pectins, naturally derived colors, coloring foodstuffs, inactive dried yeast, Talin[®] (Thaumatococcus), a multi functional ingredient which offers flavor enhancement, sweetness and bitterness masking benefits.

About Naturex:



Naturex manufactures natural speciality ingredients for the Food & Beverage, Nutrition & Health and Personal Care industries. Headquartered in France, Naturex employs 900 staff and has 11 production units located in Europe (France, Italy, Spain, Switzerland and England), the United States (New Jersey and California), Brazil, Australia and Morocco. In addition, the group has several sales offices worldwide.

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