

## Naturex broadens the horizon for natural ingredients at FiE

Avignon, 29th November – Exhibiting on stand 3E13, Naturex will display its wide range of natural ingredients that fit perfectly with the current natural and healthy trend.

When it comes to natural ingredients Naturex is able to offer the whole package for the Food and Beverage industry, through its diverse and outstanding collection of natural product solutions.

### **NAT color<sup>®</sup> offers endless possibilities**

Naturex is launching VegeBrite™, the new palette of colouring foodstuffs that complements the existing range of natural colour additives, now named E-Color™. Speaking about VegeBrite™, Lionel Lesegretain, Business Manager - NAT color<sup>®</sup>, said “*These colouring foodstuffs are fully compliant with the desirable “clean label” as they are obtained without selective extraction*”.

### **Kemfe™: a new flavoring ingredient to improve taste**

Kemfe™, the new ingredient from the NAT taste™ range, is very diverse and provides manufacturers with many benefits. Kemfe™ is used for flavoring purposes; it is capable of improving, enhancing and balancing a wide variety of taste profiles. It can also be used as an effective bitterness masker, thanks to its ability to overcome the perception of off-notes.

### **More ingredients on display**

To allow the customers to discover all of the benefits, offered by its product ranges Naturex is showcasing its ingredients in an endless array of applications:

- Sweet palates are delighted to taste three pates de fruits demonstrating the variety of textures that can be created by the NAT textur™ range. These delicate treats also include fresh and fruity flavours from the Hinotes<sup>®</sup> line and some functional botanical extracts present in the NAT healthy™ range.
- The Blue Power beverage sharpens the mind of active people thanks to Cereboost™, the natural solution for cognitive performance. The Fruit Power beverage boosts the vitality of drinkers with the help of Powergrape™, a functional energy booster from the NAT life™ range.
- To add a little inspiration and excitement, the pastry confectioner and chocolate maker, Mickaël Azouz, will be creating delicious and tasty cakes, live on stage. In his demonstrations he will be using fruit and vegetable powders from the NAT F&V™ range and several other natural ingredients from Naturex, for the finest gourmets.

### **About Naturex:**



Naturex manufactures natural speciality ingredients for the Food & Beverage, Nutrition & Health and Personal Care industries. Headquartered in France, Naturex employs 1000 people and has 13 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. [www.naturex.com](http://www.naturex.com)

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