

Naturex showcases market-driven ingredients at IFT

Avignon, 13th June – Exhibiting at booth 2221, Naturex will display its latest market-driven innovations. In addition, the group will be showcasing some of its bestselling ingredients in various applications.

NAT color® offers endless possibilities

Naturex is launching VegeBrite™, the new palette of pure concentrates of fruits and vegetables that complements the existing range of natural color additives, now named E-Color™. Speaking about this launch, Lionel Lesegretain, Business Manager - NAT color®, said “According to the US regulation, all natural colors are natural color additives exempt from batch certification. We have decided to go beyond that definition by launching VegeBrite™: these ingredients include only pure fruit and vegetable concentrates without formulation additives or preservatives thanks to an aseptic packaging line.”

NAT taste™ helps to improve taste naturally

The NAT taste™ ingredients provide manufacturers with many benefits. Kemfe™ and Talin® are natural solutions that improve the total taste of a product by rounding and rebalancing different taste profiles and masking bitterness and off tastes, each in their own unique way. Visitors can take the challenge to determine which beverage they prefer - the standard light grape-raspberry drink versus the same beverage with Talin® or Kemfe™.

NAT F&V™, the best from fruits and vegetables

The NAT F&V™ range includes a variety of fruit and vegetable powders that can upgrade the flavor, enhance the nutritional profile and compliment the natural image of food and beverage products. Available in a large array of shapes and colors, these products also offer unlimited possibilities for designing foods with unique visual and mouthfeel appeal.

Transforming natural ingredients into sweet desserts

To discover more about the benefits of its ingredients, Naturex invites customers to taste them in actual food applications:

- Sweet palates will be 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 flavors from the Hinotes® line and some functional botanical extracts present in the NAT healthy™ range.
- Studies show that chewing gum promotes weight management by reducing snack intake¹. With 400mg of Svetol® (unique green coffee bean extract), the DietGum concept, jointly developed with Fertin Pharma, will be the best ally for people willing to shape their body.

1 : Hetherington M & Boyland E (2007). Short-term effects of chewing gum on snack intake and appetite. Appetite, DOI: 10.1016/j.appet.2006.109.001

About Naturex:



Naturex manufactures natural speciality ingredients for the Food & Beverage, Nutrition & Health and Personal Care industries. Headquartered in France, Naturex employs 1200 people and has 16 production units located in Europe (France, Italy, Spain, Switzerland, England and Poland), the United States (New Jersey and California), Brazil, Australia, Morocco and India. In addition, the group has several sales offices worldwide.

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