

## Naturex Energy Chews tap into demand for a natural energy boost

South Hackensack, July 15, 2013 – IFT 2013 - Naturex booth #2338

Naturex is to launch a new Energy Chew concept, developed specially for the IFT Food Expo. The chews have been created to show confectionery manufacturers the potential for creating functional candy concepts with great taste and wide appeal among consumers, especially the growing numbers who are looking for a natural pick-me-up.

Set for launch at IFT 2013, the citrus-flavored Energy Chews contain the naturally energizing extracts guarana and panax ginseng root, from Naturex's NAT healthy™ range. In addition, they are colored with natural paprika from Naturex's NAT color™ range and texturized with pectin from the NAT textur™ range.

Naturex Business Manager Amandine De Santi said, "Functional confectionery is an emerging trend right now, and energy remains a popular benefit among US consumers. We've seen a number of successful energy confectionery launches in recent times, and we've developed our Energy Chews to demonstrate how we can help manufacturers and marketers looking to enter this exciting market."

She added, "Our comprehensive range of natural colors, texturizers and active ingredients makes Naturex the perfect partner for any company developing healthier functional confectionery concepts. But we are more than a manufacturer of natural ingredients. We can also work closely with businesses to help them combine our extracts and create the finished products that are right for them."

The IFT Food Expo runs from July 13-16, 2013 at McCormick Place South in Chicago, Illinois. Naturex will exhibit at Booth 2338.

### **About Naturex:**



*Naturex manufactures natural specialty ingredients for the Food & Beverage, Nutrition & Health and Personal Care industries. Headquartered in France, Naturex employs 1,400 people and has 15 production units located in Europe (France, Italy, Spain, Switzerland, England and Poland), the United States (New Jersey and California), Brazil, Australia, Morocco and India. The group also has several sales offices worldwide.*

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

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