

## Naturex's 100% fruit & vegetable powders offer clean-label indulgence

Avignon, 12th November 2013 - Naturex is to highlight sweet & savoury product applications that offer 'permissible indulgence', using its NAT F&V™ 100% fruit & vegetable powders at the forthcoming Food Ingredients Europe 2013.

Made with no additives, and with no added sugar, Naturex's 100% fruit and vegetable powders give food and beverage manufacturers the opportunity to tap into demand for natural, clean label products that offer great taste and a pleasurable eating experience.

Natural and clean label products – containing so-called 'kitchen cupboard' ingredients – are in big demand among consumers. Data from Mintel's Global New Product Database shows that in 2012 there were more than 12,000 products launched in Europe with a natural positioning – an increase of 11% on the previous year.

Exhibiting on Stand 8E12, Naturex will invite visitors to try natural sweet & savoury indulgent application concepts produced using NAT F&V™ 100% fruit & vegetable powders. Prototype products on the stand will include papaya & ginger potato chips and functional jellied gums. There will also be delicious pastries created by top French chef Mickaël Azouz. All these products will offer superior organoleptic properties with strong, authentic flavours and rich colour – eliminating the need for ingredients to sweeten them or improve their taste and appearance, therefore reducing cost-in-use.

Frédéric Randet, Business Manager at Naturex, said: "Shoppers want the processed products they buy to contain the same ingredients they have in their kitchen cupboards and refrigerators at home. The more natural a product is, the better a consumer feels about eating it – even if it's a treat. Our 100% fruit & vegetable ingredients make this wish for permissible indulgence a reality."

The 100% fruit & vegetable range includes Naturex's innovative BIRS powders. These are manufactured in a specially designed 75 metre-tall spray-drying tower that preserves the fresh and intense flavours of the original raw material.

### 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)**

### Your contacts at Naturex:

**Antoine Dauby**  
Group Marketing Director  
Tel: +334 90 23 96 89  
[a.dauby@naturex.com](mailto:a.dauby@naturex.com)

**Karine Morel**  
Communication Manager  
Tel: +334 90 23 96 89  
[k.morel@naturex.com](mailto:k.morel@naturex.com)