

## FOR IMMEDIATE RELEASE

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### **“PRINOVA SHOWCASES THE LATEST BETTER-FOR-YOU TRENDS AT IFT 2016”** **Reduced Sugar and Clean Label Sure to Be the Talk of IFT16**

(July 2016) Chicago, IL – Prinova, a leading supplier of high-quality ingredients, flavors, and value-added nutrient fortification products, will utilize their exclusive partnership with PureCircle, the global leader in stevia production, to feature the latest in marketing trends associated with natural sugar reduction, and the best ways to market reformulated stevia products at the 2016 Institute of Food Technologists (IFT) Expo July 16-19 in Chicago, IL. These reduced sugar and clean label trends are sure to be the talk of IFT16.

Larry Davis, Commercial Director Food & Beverage, Prinova USA, said “Our partnership with PureCircle began back in 2010, and together we have seen steady growth in the acceptance of stevia in finished products. Today there is an explosion happening, as manufacturers race to create reduced sugar formulations that offer clean labels. Our application specialists have been hard at work improving the taste profile of stevia and have now created specific stevia blends that more closely resemble the taste profile of sugar. We are excited to share these next-generation stevia sweetener solutions with IFT 2016 attendees.”

Prinova invites show attendees to stop by booth #2816 and see the latest methods marketers are using to communicate these healthy changes – and taste corresponding demos formulated with PureCircle’s newest stevia sweeteners and flavors. These reduced sugar and clean label show stoppers include:

- **Clean Label Blackberry Soda**-with natural flavors, reduced sugar and no artificial sweeteners on the label
- **High Protein, Reduced Sugar Strawberry Banana Smoothie**-with stevia and 50% less sugar for a great tasting compromise and 10g of protein per serving
- **“Free-From” Label Natural Peach RTD Tea**-naturally sweetened with stevia for a no sugar label plus natural flavor and color
- **Stevia Naturally Sweetened Lemon Yogurt**-includes ‘next generation’ stevia with low sugar, no artificial sweeteners and natural flavors

Making better-for-you products even better is Prinova’s sweet spot. They recognize that reformulating to reduce sugar can be just as much of a challenge for marketers as it is for the technical and application teams. With 61% of consumers actively avoiding or limiting intake of sugar, it’s a great time to see how far the world’s leading stevia producer can take your next food or beverage launch. Prinova’s experts are flexible and will work with your team on any of your needs – from marketing stevia products to complete formulation. Customers benefit from their superior market knowledge and exceptional customer service.

Prinova can custom design the formulation of ingredients and concentrations of actives to meet any desired end-use specifications and achieve label claims. Along with a broad range of functional ingredients and custom premixes, Prinova’s extensive expertise is designed to meet your fortification requirements, no matter how challenging they may be.

For more information on Prinova, please visit [www.prinovausa.com/ift2016](http://www.prinovausa.com/ift2016).

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Since 1978, Prinova has been a leader in providing high-quality ingredients, flavors and value-added nutrient fortification products to the global food, feed and wellness industries. Prinova holds strategic stocks in 15 distribution centers around the world to ensure continuity of supply and is the leading global supplier of Vitamin C, B and food grade Amino Acids. The company also has a team of application and technical specialists within their R&D and Quality Laboratory to help customers develop, improve, and enhance the taste and function of their products. Prinova's facilities are BRC certified. The company's main corporate office is in Carol Stream, Illinois with the European head office in the United Kingdom and a regional office in Canada. Additional regional offices are located throughout the United States as well as global sales associates in Mexico, Spain, Germany, Belgium, France, Turkey and China.

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