

Prinova highlights great-tasting, on-trend functional solutions at SupplySide Global

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Prinova will showcase its functional nutrition capabilities in great-tasting concepts that target consumer trends at SupplySide Global (October 29th to 30th in Las Vegas).

Research by the premix, blends, and contract manufacturing specialist reveals that 53 per cent of consumers cite great taste as the primary factor influencing their purchase. Backed by Prinova's turnkey contract manufacturing capabilities, the SupplySide Global concepts combine flavors with function and branded ingredients to demonstrate how manufacturers can develop innovative products that address key consumer trends. They include:

Peach Mango Clear Whey RTM beverage With 85 per cent of consumers saying they plan to increase protein intake from 2024, this light and refreshing clear whey concept taps into the trend for clean-tasting, protein-packed options that deliver functionality without heaviness.

Chocolate Vegan Protein Blend RTM beverage This concept includes Prinova's Microfuse Pea Protein, a high-quality, premium-sourced, micronized pea protein that delivers excellent solubility, smooth mouthfeel and a clean plant-based profile. A great option for vegan or flexitarian consumers, as 58 per cent of consumers who increased plant-based consumption did so to have a healthier diet, seeking both performance and indulgent chocolate flavour in a ready-to-mix format.

Cocoa Enhanced Brownie A rich, indulgent brownie featuring Prinova's Cocoa Enhancer, which intensifies cocoa flavors while enabling up to a 30 per cent reduction of cocoa in most applications. This delivers both cost savings and sustainability benefits without compromising on taste.

Paloma RTD Energy Drink â?? A refreshing, mocktail-inspired energy beverage formulated with Prinovaâ??s cutting-edge Enhanced Energy Blend. Designed to fuel body and mind, the blend combines caffeine, Panax ginseng extract, L-carnitine, and guarana seed extract to support increased energy, mental focus, and endurance. Inspired by the growing sober-curious movement highlighted in Prinovaâ??s trends research, this alcohol-free innovation offers a sophisticated and functional alternative to traditional beverages.