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Prinova and partners unveil multi-layer functional snack concepts at SupplySide Global

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Prinova, a global leader in ingredient solutions and functional nutrition, will debut two multi-layer high-protein snack concepts at SupplySide Global (October 29thâ??30th in Las Vegas).

Developed in partnership with a team of industry experts and ingredient innovators, the new prototypes showcase Prinovaâ??s expertise and demonstrate how â??collaboration at the topâ? is redefining functional snacking.

Prinova joined forces with PricePlow, the industryâ??s top collaborative media and marketing platform, as well as Savage Nutra, Master Foods Lab, Protein Science Lab and NutraMedia. The result was the concept of multi-textured snacks in which each layer carries its own distinct functional benefit. Rather than relying on simple protein fortification, every component features an ingredient targeting metabolism, longevity, or healthy ageing.

Skinny Bites are lemon cake pastries based on two of Prinovaâ??s plant protein products. Smooth Protein from pumpkin seed delivers a smooth mouthfeel and moist springy texture, and Microfuse, a micronised pea protein, makes for a pleasant, non-grainy texture. A raspberry cream filling combines vegan protein with Vitamin B12 for cellular energy, while other elements contain ingredients designed to boost GLP activity and support metabolic efficiency. Skinny Bites also contain TREHA trehalose, which helps with moisture retention and the smoothing out of flavour notes in high-protein products.

Meanwhile, Prinova hopes visitors will have a ball with its new Longevi Spheres. As well as Smooth Protein and TREHA, the spherical pumpkin spice bites feature extra protein in the form of PurColla hydrolysed collagen. PurColla is highly soluble, allowing for protein fortification without interfering with the structure of the cake. Functional layers in LongeviSpheres also include ingredients for immune and gut health, as well as eye health and antioxidant defence.

James Street, Global Marketing Director at Prinova, said: â??These concepts demonstrate that the most meaningful breakthroughs occur when top brands unite. As well as highlighting Prinovaâ??s expertise, they demonstrate whatâ??s possible when formulation experts, ingredient suppliers, and creative partners come together to deliver functional foods that are as enjoyable as they are effective. Itâ??s a project that exemplifies the synergy of science, creativity, and craftsmanship shaping the next generation of functional nutrition.â?•