

Prinova to Spotlight Nutrition Innovations at Natural Products Expo West 2026

27 February 2026 | News

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Prinova, a leading supplier of functional ingredients, blends, flavours, and contract manufacturing solutions, will exhibit at Natural Products Expo West from March 4th to 6th at the Anaheim Convention Centre.

At the show, Prinova will demonstrate its expertise in functional nutrition by showcasing great-tasting, on-trend product concepts that blend flavour, functionality, and clean-label appeal.

Consumer demand for functional products continues to rise, with taste remaining a decisive factor in purchase decisions. According to Innova Market Insights, three in five consumers are actively seeking to add more protein to their diets compared to last year¹, reinforcing the need for innovative protein formats that deliver both functionality and enjoyment. At the same time, format innovation remains critical, as 62 per cent of U.S. adults are either using or interested in using vitamin and mineral supplements in gummy form.²

At Expo West, Prinova will bring these trends to life with concepts designed to help brands meet evolving consumer expectations while accelerating product development.

Featured Concepts at Booth 3144 Include:

Blueberry Tangerine Clear Pea Protein Beverage

This refreshing, plant-based beverage features Prinova's Clear Pea Protein technology, delivering a clean, smooth, high-protein RTM drink. Naturally flavoured and naturally sweetened, the Blueberry Tangerine concept highlights a vibrant, fruit-forward profile paired with eye-catching natural colours. Designed to meet growing consumer demand for cleaner plant-protein formats, this concept showcases how brands can elevate protein beverages beyond traditional shakes with lighter,

more approachable flavour experiences.

Orange Burst Gummy Multivitamin

This vibrant orange-burst-flavoured gummy multivitamin features Prinova's Multivitamin Market-Ready Blend for Gummies, paired with natural flavours and natural sweeteners. Designed to simplify formulation while delivering standout taste and texture, the concept highlights Prinova's ability to help brands rapidly capitalise on strong consumer interest in gummy vitamin and mineral supplements.

Together, these concepts demonstrate how Prinova supports customers in developing clean-label, consumer-centric products aligned with key consumer trends.

Dan Force, Vice President of Innovative Products at Prinova, said, "Natural Products Expo West is an ideal venue to showcase how Prinova helps brands translate evolving consumer trends into products that truly resonate on shelf. From protein-forward beverages to great-tasting gummy supplements, we're focused on pairing functionality with exceptional flavour. Our ingredient technologies, market-ready blends, and formulation expertise allow our customers to innovate faster while meeting today's expectations for taste, transparency, and performance."