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Prinova to Showcase Clear Protein Innovation at IFT FIRST 2026

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Prinova will share expert insights on the functionality and commercial potential of clear proteins at IFT FIRST (13th-15th July in Chicago).

The sports nutrition and functional beverage categories are evolving rapidly, driven by consumer demand for clean-label, plant-based nutrition, as well as refreshing formats that support active lifestyles. Between 2020 and 2024, the number of high-

protein drinks grew by 122 per cent, with consumers preferring natural options.

One of the most promising developments has been the rise of clear protein beverages. However, the category has historically been constrained by taste, clarity, and solubility challenges, particularly for formulators working with plant-based proteins.

Advances in ingredient technology have made clear pea protein a viable and compelling solution for both ready-to-drink (RTD) and ready-to-mix (RTM) applications. It offers several advantages over many other proteins, including a cleaner taste profile at lower dosages (15g or less), reduced foaming, and favourable cost-in-use.

Prinova is a leading provider of ingredients, nutrient premixes, and contract manufacturing solutions for nutrition, food, and beverage brands. At 2:30pm on Monday July 13th at the Solutions Showcase on the IFT Expo floor, Prinovaâ??s R&D experts will host a session on formulating with clear protein. They will demonstrate how it can be integrated into hydration, energy, and performance beverages, and attendees will be invited to sample a clear protein beverage.

Tim Gran, Specialty Development Manager at Prinova USA, said: â??Clear proteins offer a perfect solution for high-quality protein-based beverages that meet a range of consumer expectations. As well as clean-label and natural credentials, clear protein beverages can deliver functionality, convenience and refreshment across both RTD and RTM platforms. At IFT weâ??re inviting attendees to discover how our experts can help you accelerate innovation and shape the next generation of functional beverages.â?•