

BGG Presents New Functional Food Concepts Targeting Weight and Mental Wellness

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BGG will present bold new concepts at SupplySide Global 2026, from a sweet and spicy beverage for weight management to indulgent snack bars for mental wellbeing.

ApplePhenon is a polyphenol- and procyanidin-rich apple extract that delivers clinically proven results for weight management. To highlight its potential in on-trend formats, BGG has developed a beverage featuring a watermelon-tamarind-cayenne flavor profile.

TheraPrimE tocotrienols and AstaZine astaxanthin, meanwhile, have been shown to work both separately and in combination to support cognitive health, boost emotional wellness, and improve sleep.

They will be available in two snack bar concepts with fruity flavor profiles: brown butter-red apple and cranberry crunch.

BGG's experts will be available throughout the show to discuss the science behind the three ingredients and their wide-ranging formulation possibilities.

Tamara Higgins, BGG's Managing Director for the Americas and Head of Western Regional Sales, said: "Modern consumers increasingly want exciting new products that support mental wellness, sleep, weight management, and positive aging. Our portfolio of natural ingredients has the formulation versatility and scientific backing to help manufacturers create innovative food, drink, and supplements that tackle these need states."