

Prinova to Showcase Personalised High-Protein Beverage Concepts at Fi Europe

26 October 2026 | News

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Prinova will showcase new functional beverage concepts at Fi Europe, demonstrating how they can meet the growing demand for personalised solutions.

In 2027, Mintel predicts that food and drink consumers will become more deliberate about achieving specific outcomes, creating “personal ecosystems” around health, convenience and wellbeing. Meanwhile, the GLP-1 and high-protein trends continue to dominate, with seven in ten Europeans paying attention to protein in their diet.

Reflecting the new diversity of consumers’ lifestyles and health needs, as well as the continuing demand for high-protein products, Prinova will exhibit with a ‘Your Way’ theme at Fi Europe (17th-19th November in Frankfurt).

The leading provider of functional nutrition, premix solutions, and market-ready blends will showcase three new high-protein beverage concepts designed to support active nutrition, weight management, and everyday wellness:

Protein, Your Way clear protein beverage – a refreshing, juice-like drink in a peach and ginger white tea flavour. As well as supporting post-workout recovery, it is ideal for consumers seeking to boost their daily protein intake.

Nutrition, Your Way – an apple and elderflower flavour beverage developed for consumers using GLP-1 weight-management medications. It is high in protein to support muscle maintenance and contains fibre to offer benefits for digestive health.

Joe Gains – a high-protein coffee featuring Omnibroth broth powder. Low in salt and rich in easily digested amino acids, collagen, gelatin, glucosamine, chondroitin, and minerals, Omnibroth supports muscle, bone, and joint health.

James Street, Global Marketing Director at Prinova, said: “Whether they’re focused on sporting performance, weight management or everyday wellness, consumers are looking for solutions that meet their personal goals. As their health and lifestyle needs become increasingly diverse, it’s important to be able to combine specific functionality with great taste. Our

new beverage concepts demonstrate how Prinova's innovative ingredients, market insight, and formulation expertise can help brands bring trend-led lifestyle nutrition products to market quickly and successfully."