NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Frutarom to launch NovaSOL Curcumin in new markets

04 September 2018 | News

Frutarom has announced that it will expand the distribution of its NovaSOL Curcumin ingredient to other regions such as Asia, following its success in Europe.



The NovaSOL Curcumin functional ingredient is a liquid formula derived from solubilised turmeric.

Frutarom has announced that it will expand the distribution of its NovaSOL Curcumin ingredient to other regions such as Asia, following its success in Europe.

The NovaSOL Curcumin functional ingredient is a liquid formula derived from solubilised turmeric, and can be used in sport nutrition drinks and other functional beverages.

According to Frutarom, drinks containing turmeric can often have an ‘unappealing’ flavour or appearance. However, the NovaSOL liquid is water- and fat-soluble, which allows formulators to incorporate it into beverages in lower doses, improving the taste of finished products.

The formulation contains high levels of curcumin, and is 185 times more bioavailable than standard curcumin extract.

According to Frutarom, the bioavailability of standard curcumin extracts is typically quite poor, which has led to increased demand for formulations with increased bioavailability from manufacturers.