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**Kerry To Exhibit For First Time at Vitafoods Asia, Highlighting Expertise in Functional Ingredients**



*Digestive health, immunity, protein fortification and taste are key areas of focus.*

**CLEVELAND, OH -** (August 30, 2018) — Consumers have evolved to take a more proactive approach to health and wellness, which is growing the functional food, beverage and supplement markets globally. According to a recent GlobalData consumer survey, nearly 80% of consumers are keen to consume health-enhancing ingredients through foods or beverages.[[1]](#footnote-1) In Asia specifically, more than half of consumers are actively purchasing foods and beverages that help to improve overall health and wellbeing.[[2]](#footnote-2) This consumer activity is growing the market for functional foods and beverages, as well as bolstering growth for vitamins and supplements.

Asia is the largest functional food and beverage market with an estimated value of $104 billion and projected steady growth at a CAGR of 3.6% over the next five years. Specifically, countries such as China are forecast to experience strong growth increasing in market size by nearly 18% through 2022.[[3]](#footnote-3) Many factors influence the growth and mainstreaming of functional foods and beverages, including a more proactive consumer approach to managing their health. Busy lives also mean consumers seek out convenient yet healthy snacks on the go. Further growth is expected within the vitamins & dietary supplements market in Asia, which is currently valued at $46 billion and expected to grow nearly 25% through 2022. [[4]](#footnote-4) Responding to this consumer demand for functional foods, beverages and supplements, [Kerry](https://www.kerry.com/), the Taste and Nutrition Company, will exhibit for the first time at [Vitafoods Asia](https://www.vitafoodsasia.com/en/welcome.html) from September 11 to 12 in Singapore.

“We believe the functional ingredients market for foods, beverages and supplements is well primed for continued growth in Asia. This is due to a rising population, growth in disposable incomes and, most importantly, an increasing consumer interest in functional products with clear health benefits and great taste. For example, we see lots of innovation in this space, with a proliferation of healthy, exciting, portable and contemporary snacks being launched,” commented Brian Nevin, Senior Business Development Director, Asia. “Kerry is in an outstanding position to partner with our customers. We develop innovative new products using our market leading expertise in taste and nutrition, combined with our breadth of applications knowledge. We are delighted to exhibit at Vitafoods Asia for the first time and look forward to meeting

and collaborating with nutraceutical industry partners from across the Asia Pacific region.”

Kerry will feature two of its world-renowned branded functional ingredients, Ganeden**BC30**® probiotics which help to support digestive health and Wellmune®, a proprietary baker’s yeast beta glucan clinically proven to support immune health. Additionally, the company will highlight its premium protein range including plant-based ProDiem™ and dairy-based Ultranor™ proteins, as well as TasteSense™ taste modulation technology.

Kerry will also be showcasing a variety of concepts that incorporate the company’s functional ingredient solutions at **Stand J19**:

* Chocolate Brownie Protein Bar with probiotics – featuring Ganeden**BC30** and Ultranor™ Milk Protein Isolate
* Vegan Protein Juice with probiotics – featuring Ganeden**BC30** and TasteSense technology
* Children’s Immunity Gummy – featuring Wellmune
* Creme Brulee Immune Boost High Fibre Protein Shake – featuring Ultranor Milk Protein Isolate, EmulGold™ Fibres, TasteSense, and Wellmune
* Chocolate Blueberry Plant Protein Bar – featuring ProDiem TNT

The company’s resident immunology and functional ingredient expert, Laura Collins Ph.D., will speak at a presentation session titled “[Health & Wellness Consumer: Mainstreaming of Functional Ingredients](https://www.vitafoodsasia.com/en/conference/speaker-list.html),” scheduled for Tuesday, September 11th at 13:55.

**About** [**Kerry**](http://www.kerry.com)

Kerry is responding to consumer demand for real ingredients with better, more authentic and nutritious taste experiences. With 40 years’ experience and 24,000 staff on six continents, Kerry has a renewed focus on Taste & Nutrition where the science of taste merges with the science of nutrition. By partnering with Kerry, customers are taken on a journey to make food, beverage and pharma products that people enjoy and feel better about. We call this Leading to Better.

**About** [**Wellmune®**](http://www.wellmune.com)

Wellmune is a natural food, beverage and supplement ingredient clinically proven to help strengthen the immune system, making it easier for people of all ages to be well and stay well. A proprietary baker’s yeast beta 1,3/1,6 glucan, Wellmune is patented, Kosher, Halal, non-allergenic, non-GMO, gluten-free and organic compliant.

**About** [**GanedenBC30®**](http://www.ganedenprobiotics.com)

Ganeden**BC30**® (*Bacillus coagulans* GBI-30, 6086) is a spore-forming, patented probiotic ingredient that can be formulated into many food, beverage and companion animal products. Backed by over 25 published papers, Ganeden**BC30** has an exceptional safety record with FDA GRAS status from the United States FDA. Ganeden**BC30** is natural, vegan, Non-GMO Project verified, organic compliant and allergen-free.

1. *GlobalData 2017 Consumer Survey* [↑](#footnote-ref-1)
2. *GlobalData 2015 Consumer Survey* [↑](#footnote-ref-2)
3. *Euromonitor Passport Analysis, August 2018* [↑](#footnote-ref-3)
4. *Euromonitor Passport Analysis, August 2018* [↑](#footnote-ref-4)