Press release

**Naturex to highlight powerful nutrition that excites the senses at Engredea 2018**

*South Hackensack (NJ, USA) 02/22/2018*

This year’s Engredea expo (Anaheim, CA, March 9-11, 2018) will see Naturex showcase innovative prototype applications that harness the benefits of some of its newest ingredient solutions, including oat fiber and roasted vegetables. Exhibiting on Booth #3439, Naturex will demonstrate how these ingredients – and others – can help companies to “explore powerful nutrition that excites the senses”.

**Oat Fiber and Roasted Vegetables**

Naturex will introduce Engredea visitors to a Heart-Healthy Chipotle Lime & Fire Roasted Vegetable Snack. This is enriched with Naturex’s new Swedish Oatfiber SWEOAT Bran, which delivers oat beta glucans that have an FDA-authorized health claim for coronary heart disease[[1]](#footnote-1). Demonstrating synergistic opportunities, this snack is enhanced with Naturex’s new range of vegetable powders produced using a high temperature direct flame roasting technology, which intensifies the flavor of fresh vegetables into sweet, concentrated notes.

**Full Sensation Botanical Extracts**

A second new concept on show at Engredea will be Delightful Lemon Rose Green Tea, which includes Naturex’s innovative rose extract, produced exclusively from whole buds of *Rosa damascene* sourced in the Atlas mountains of Morocco. This specific variety, which is also used in perfumery for its intense aura, combines the health and wellness connotations of rose with its unique sensory profile to deliver floral flavors that will appeal to consumers seeking out natural health benefits. The new green tea formulation is colored with Naturex’s Strawberry Red, which blends several anthocyanins from natural vegetable sources to give the beverage a striking visual appeal.

In addition to these appealing concepts, Naturex will also be presenting other innovative platforms, such as its koji fermented minerals, its line of carrier-free fruit and vegetable powders, and carrier-free botanical extracts.

Timothée Olagne, Nutrition & Health Director at Naturex said: “Our intention at Engredea is to demonstrate how Naturex’s expertise in natural nutrition can help manufacturers to develop on-trend products that enhance consumer wellness and are both healthy and delicious. These applications will provide inspiration and highlight how Naturex is the ideal partner for companies looking to explore powerful nutrition that excites the senses.”

**Key words:**

natural colors | oat fiber | oat bran | | heart health | coronary heart disease | rose | natural colors | green tea | Engredea | Naturex

**About Naturex**

Naturex sources, manufactures and markets natural specialty ingredients for the food, health and cosmetic industries. As the Natural Maker, the company actively supports the global shift to natural by directly addressing key consumer expectations through an offer built on two main focus areas: My Natural Food and My Natural Selfcare. Naturex’s portfolio includes colors, antioxidants, specialty fruits & vegetables, phytoactives, and numerous other plant-based natural ingredients, designed to help its customers create healthy, authentic and effective products.

The Group’s strong commitment to sustainability, continuous innovation process, and the talent of its people are at the heart of its success.

Headquartered in Avignon, France, Naturex has experienced steadily-increasing growth throughout the last 20 years. The group posted €404.9 million in sales in 2017 and employs 1,700 people worldwide. Naturex is listed on Euronext Paris, Compartment B – Index: Euronext Next 150, Enternext CAC PEA-PME 150, CAC Small & Mid, CAC Small, Gaïa - Ticker: NRX - Reuters: NATU.PA - Bloomberg: NRX:FP - DR SYMBOL: NTUXY

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1. *Source: https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/CFRSearch.cfm?fr=101.81* [↑](#footnote-ref-1)