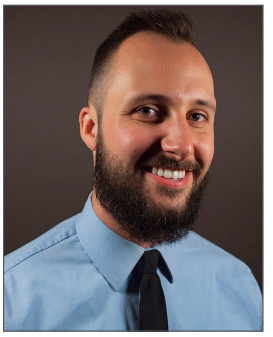
Prinova
NAGASE Group

Product Development Guide Q&A



Company Name: Prinova USA
Contact: Alex Amann
Title: Junior Flavorist

1 What specific ingredients do you offer to brands in food and beverage development wanting to create products with flavors or colors derived from nature?

As a custom flavor house and one of the world's largest ingredient distributors, Prinova is uniquely positioned to offer natural flavors plus trending functional ingredients that can come together to create unique taste experiences in foods and beverages. Customers are always looking for unique taste experiences, but functionality has taken center stage in recent years.

Products that pair functional ingredients with a trending complementary flavor can cut through the competition and thrive in today's natural products market. Take a brewed tea beverage, for example. We can pair an immune-boosting ingredient such as acerola cherry extract with a trending natural flavor such as hibiscus or pomegranate to create a new spin on bottled tea. All of these ingredients can be sourced from Prinova, giving manufacturers a one-stop shop for product development and supply-chain piece of mind.

2 What unique benefits do your color/pigment and/or flavor ingredients offer to food and beverage manufacturers? Are there any nutritional benefits? Clean label?

Our flavors are completely customizable. We have the speed and responsiveness of a boutique flavor house, but we are backed by a billion-dollar supply chain giant. Flavors do not generally carry nutritional value, but pairing our flavor ingredients with our functional ingredients can help food and beverage manufacturers meet desired ingredient claims.

3 What are some formulation applications for this ingredient(s)? How could food and beverage manufacturers apply your solutions to meet changing consumer preferences for better-for-you ingredients?

At Prinova, we understand the taste and color implications of functional ingredients, which is imperative to developing effective taste solutions and improvements. For example, plant proteins and natural sweeteners often present bitter off-notes that taste unpleasant to consumers. We are launching Plant Blocker, which improves the taste experience of plant proteins by limiting bitterness, astringency and associated off-notes.

Formulation applications are wide ranging, but we see the most benefit in convenient, ready-to-drink beverages and lifestyle nutrition powders. Today's consumers are willing to try new ingredients and flavors if they might offer health benefits. As a boutique flavor house, Prinova is set up for speed to partner with brands on custom flavors, flavor matching and flavor modification. Overall, collaboration between brands and suppliers is necessary to deliver a product that both meets R&D specifications and has great taste.

4 Do your ingredient solutions have a particular supply chain story or special certifications (i.e., organic, RSPO, non-GMO)?

Prinova is a full-service flavor house offering natural flavors that meet any customer certification request. We offer flavors with general certifications such as Organic and Non-GMO Project Verified. We also offer flavors for customers developing products for higher-end retailers with ingredient restrictions, such as Whole Foods Market and Trader Joe's.

Our premix manufacturing plants are NSF and BRC certified. Also, Prinova's Aromas division allows us to control the supply chain on many of the natural aroma chemicals utilized in flavors.