



**Everything
You Need
for Beverage
Success**

Get empowered.
prinovaglobal.com

Sized to strengthen your products.

Strategically structured to meet the rapidly changing demands for the food, beverage, nutrition and supplement industries. **Prinova is the largest US functional ingredient importer**, as well as the largest distributor of vitamin C, vitamin B, amino acids, sweeteners, and caffeine.

But that's not all. Over the past 40 years, Prinova has steadily grown to expand our value-added services. Today, we are uniquely positioned to offer **premix manufacturing, flavor manufacturing, powder product development solutions and co-manufacturing** - with all the quality, service, and supply chain security required for total peace of mind.



Equipped to energize your ideas.

Prinova is made up of many parts, but it's our collective size and power that brings the biggest benefits to our clients. It's why innovative up and coming brands to multinationals, rely on Prinova.

- Our vertically integrated supply chain and on-hand inventory is designed to help you scale by providing a reliable, one-stop-shop for ingredients, premixes, and flavors
- Our global industry expertise continuously yields the real-time market insights you need to move your concepts forward and safeguard your supply
- And our world-class quality and regulatory services ensure you go to market with the utmost compliance, traceability, and transparency.



Everything You Need for Beverage Success

Whatever your goals, whatever your challenges, we'll be with you every step of the way. We'll support you at all stages of the beverage development process with our

- Deep market insights
- Extended ingredient portfolio
- Strong technical expertise
- Robust supply chain

Our high-quality beverage ingredients, along with our customizable premixes and nutrient blends, will enhance your products and accelerate your time to market.



Limitless Solutions, One Supplier

At Prinova, we are a single-source partner for beverage ingredients and industry expertise. Take advantage of our global network and local market insight to reduce the number of suppliers you work with, saving you time and money.

Applications for the Beverage Industry

Our solutions cover all beverage applications, including:



Ingredients

At Prinova, we are a single-source partner for beverage ingredients and industry expertise. Take advantage of our global network and local market insights to reduce the number of suppliers you work with, saving you time and money.

- A vertically integrated supply chain and on-hand inventory to provide a reliable, one-stop-shop for 2,000+ ingredients
- Domestic and international teams yield real-time supply chain and product insights to safeguard ingredient forecasts
- World-class quality and regulatory services ensure the utmost care in compliance, traceability, and transparency

Largest distributor of:

✓ ACE-K

✓ BCAA'S

✓ CAFFEINE

✓ CITRIC ACID

✓ ERYTHRITOL

✓ MALIC ACID

✓ SUCRALOSE

✓ TAURINE

✓ VITAMIN B

✓ VITAMIN C

Jason Sikkenga

President Ingredients & Particle Enhancement:

Between our product managers, logistics managers, and global team, we track the impact of fluctuation in prices, freight costs, port delays, China shutdowns, labor, and tariffs.

Having global boots on the ground gives us the edge to garner real-time information, allowing us to prepare and react quickly.

Powder Premixes

From our extensive ingredient portfolio to our vertically-integrated capabilities, we utilize all of our strengths to formulate superior custom premixes and market-ready blends. Our premixes are formulated to:

- Ensure stability
- Tolerate heat
- Eliminate undesirable flavors and odors
- Contain the right overages to account for processing and shelf-life conditions
- Meet your customized packaging needs

Josh Lanagan

President, Solutions & Flavors:

The industry understands the benefits of premixes in formulation; but they may not realize Prinova's size and scope can truly simplify their supply chain.

Our premixes and blends benefit from access to our full range of ingredients, custom services, and expertise, from development to production. Direct ingredient sourcing and distribution ensures we guarantee the highest-quality ingredients, remove risk, and offer long-term, fixed price contracts for added assurance.

From The Bench

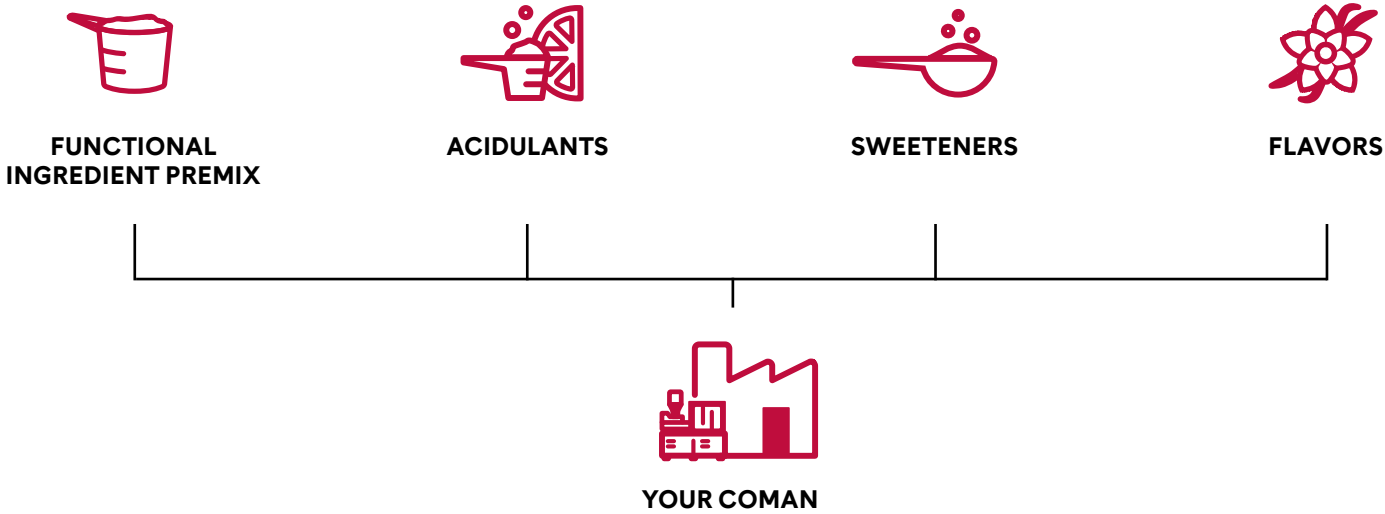
What vitamins are most added to beverages?

B Vitamins and Vitamin C tend to be the most common due to the availability, solubility, and fortification levels they offer. While these vitamins are well-rounded to be used in many types of beverages, consumers are reaching for functional beverages with multiple benefits including traditional vitamins plus additional ingredients for energy, focus, and cognition.

Jeremiah Yartym, Manager, Research & Development

Customized Delivery Formats

Optimize supply chain inputs on all your ingredient components



Flavor Manufacturing

Experts in functional ingredients excel at flavoring them

Speed, service, and incredible taste are the hallmarks of our flavors division – and also sum up why we’ve remained at the forefront of flavor trends in a variety of products. Our flavors are completely customizable, and our portfolio of ingredients paired with our innovative supply of functional ingredients can help beverage manufacturers achieve the flavor and ingredient claims their product requires.



ROBUST PORTFOLIO



FLAVOR MATCHING



CUSTOM FLAVOR DEVELOPMENT



FLAVOR MODIFICATION



TRENDS & INSIGHTS

From The Bench

What trends are you seeing in the beverage category?

Natural botanical and fruit extracts are on the top of the list for their clean label and transparency perception to consumers. However, while these natural extracts/distillates are derived naturally from the source, they are often much weaker in aroma and taste than either a single natural chemical compound or artificially derived compound.

Jason Murphy, Flavor Chemist



Powder Co Manufacturing

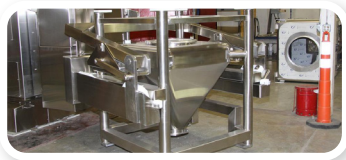
Crack open a premix powerhouse

With over one million sq. ft. of space, Prinova and its sister company, Armada Nutrition, offer coast-to-coast premix powder manufacturing and supply chain security.

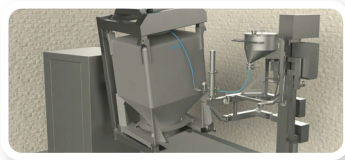
Blender Types



RIBBON



BOHLE



MATCON

In 2022, Armada opened its custom-built, high-tech Salt Lake City facility that features sustainable initiatives to enhance both our people and planet:

- Best-in-class, enclosed Matcon system that improves production efficiencies, reduces scrap, and ensures food safety
- Red Zone, a paperless quality system, designed to eliminate the potential for human error

Brent Laffey,
Chief Commercialization Officer:

The Salt Lake City facility is also equipped with innovative powder nutrient premix capabilities, a key supply chain component for many carbonated beverage products. At a time when “ready-to-drink” is driving significant growth for many sports and lifestyle nutrition brands, Armada’s dual offering of turnkey powder products and nutrient premixes allows their customers to consolidate major spends that might otherwise be fragmented.



Developing Your Next Breakthrough Beverage

Streamline your production process by taking advantage of our full product and service offerings.

Concept Development

Relying on our decades of experience in the beverage industry and deep understanding of the market, we conduct a gap analysis on your product line and make product-line-extension suggestions to respond to current consumer trends. We help you differentiate your products with branded ingredients and smart formulations. We work with you from the start to determine cost viability and offer tiered ingredient options.

- Energy Blends / Functional Ingredients
- Nootropics & eSports / Gamer
- Stress Reduction / Relaxation / Adaptogens
- Pre-Workouts
- Recovery
- Functional Waters
- Fortified Juices
- Superfoods & Smoothies

Beverage Formulation

Our micronutrient experts transform product concepts into formulas that function optimally in commercial processing environments, meet shelf-life requirements, and taste great. We formulate around overages and other processing parameters to give you the utmost confidence in your functional label claims. Using only the finest ingredients, we ensure that you get the highest-quality beverage formulation — provided with full transparency.

Specialized Sensory Evaluation

At Prinova, we specialize in formulating products that evoke the sensory experience your customers seek. We overcome flavoring challenges using masking agents and bitter blockers and work closely with you to develop sweetener blends, enhance mouth-feel, and refine your formula with precision to achieve the desired result.

New Opportunities for Functional Beverages

Functional beverages contain ingredients that have potential positive health effects beyond just basic nutrition. They are gaining importance due to growing consumer awareness and new needs that have arisen in recent years. They represent interesting opportunities for diversification into innovative markets for beverage brands.

Consumer Thirst for Immunity Beverages

Now more than ever, immune health is a concern for all of us, and nutrition plays a crucial role in supporting it. Innovation in immunity beverages is happening all over the world, in categories as diverse as juices, functional waters, RTDs or energy drinks.

We offer a wide range of on-trend, high-quality immune health ingredients. We make use of our NPD expertise and technical knowhow to work collaboratively with our customers and create products that meet consumer needs. Furthermore, we can help you navigate the complex regulatory challenges that characterize immune health markets, as well as support your marketing strategies to maximize the value of your offering and reach a wider audience.

Over 40% of consumers increased their purchases of immune health functional foods and beverages over the last two years

- Packaged Facts

Nootropic Drinks Ready to Make a Splash

More and more shoppers are seeking out ways to boost brain health. As a result, there is growing demand for nootropics among a wide range of demographic groups. At present, most nootropics are sold as food supplements. As the trend gathers pace, there are growing opportunities to add brain-boosting benefits to functional drinks and meet consumer demand for convenience.

Gaming and eSports are shaping up to be a key driver behind the nootropic beverage trend. Prinova’s vast range of innovative and scientifically proven ingredients can help you stay ahead of consumer trends and create nootropics that stand out.

31% of consumers would be motivated to purchase a nutrition or performance drink that made a brain health claim

- Mintel

Functional Beverage Demos

Start your next creation with the ingredient, flavoring, formulation, and blending expertise of Prinova.



Brent Laffey
Chief Commercialization Officer:

As consumers’ thirst for functional beverages grows, brands are challenged to offer products with more robust ingredient labels and claims. And these formulas require premixes.

Elderberry Plum RTD

Supplement Facts		
Servings Per Container	12 fl oz.	
Serving Size		
Amount Per Serving		
Calories	0	
	% Daily Value*	
Total Carbohydrate 0g		
Vitamin B6 (as Pyridoxine HCL)	2.5mg	147%
Folate (as Folic Acid)	400mcg DFE	100%
Vitamin B12 (as Cyanocobalamin)	7.5mg	312%
L-Theanine 200mg		
N-Acetyl L-Tyrosine 175mg		
Ginkgo Biloba Leaf Extract 50mg		
L-Alpha Glycerophosphoryl Choline 100mg		
Gamma Aminobutyric Acid (GABA) 250mg		
INGREDIENTS: Water, Citric Acid, Natural Flavors, Potassium Sorbate & Sodium Benzoate (preservatives), Steviol Glycosides (Reb M)		

Your Source for Nutritious, On-Trend Dairy Drinks and Plant-Based Milks



Dairy products and especially dairy drinks are a popular format for foods that deliver active health benefits. On the other hand, with an increasing number of consumers seeking to avoid dairy, there is an opportunity to develop plant-based dairy analogues that offer similar nutritional functionality.

Create a Sensation Your Competitors Can’t Match

The general trend towards health and wellness has supported the growth of the dairy drink market. Dairy drinks often incorporate flavors and functional ingredients to enhance their taste and nutritional properties. We offer a full range of ingredients to achieve the desired sensory properties of your dairy drinks.

Partner with us and make use of our broad portfolio of nutraceutical ingredients to develop nutrient-rich fortified dairy drinks that are aligned with current consumer trends. Our nutritionally balanced premixes make it faster and easier to provide essential vitamins and minerals and support health benefits beyond basic nutrition.

Join the Plant-Based Revolution

Milk alternatives have played a key role in the growth of the plant-based beverages market. Because excellent texture and taste are key for the further development of this product category, we offer a wide range of ingredients that help to obtain a homogeneous emulsion, as well as a full yet light mouth-feel, together with excellent smoothness and creaminess.

In order to meet vegans’ nutritional needs, we have developed nutrient-rich premixes for dairy replacement products. They contain essential vitamins and can also be adapted to include additional functional ingredients, such as probiotics and calcium, as well as flavorings. Our portfolio also includes minerals from marine source.

With our vast array of ingredients, our insight into the latest market, our understanding of consumer trends, and our technical knowledge, we can collaborate with you to create a unique concept that differentiates your brand.

Orange Immunity Beverage

Supplement Facts		
Servings Per Container	8g	
Serving Size		
Amount Per Serving		
Calories	25	
	% Daily Value*	
Total Carbohydrate 6g		
Sugar 6g		
Added Sugar 6g		
Sodium 100mg		
		5%
Vitamin A 90mcg		
(as Retinyl Palmitate 250,000 IU/g)		10%
Vitamin D3 40mcg		
(as Cholecalciferol 100,000 IU/g)		200%
Vitamin C (as Ascorbic Acid) 1000mg		
		1,111%
Zinc (as Zinc Citrate 2H2O) 11mg		
		100%
Chromium (as Chromium Chloride 6H2O		
(5% Cr) SD on Maltodextrin) 100mcg		285%
Manganese 0.575mg		
(as Manganese Citrate Anhydrous)		25%
INGREDIENTS: Fructose, Natural Flavor, Citric Acid, Malic Acid, Salt, Beta Carotene (for Color)		



Take plant-based beyond plant-basic

with unique and premium plant proteins.

Oh, sure, we can supply you with favorites like soy, pea and rice—the highest quality, too. But our size and reach also gives you the opportunity to stand out with plant proteins far from your garden variety.

Get empowered at Prinovaglobal.com/plant-proteins

GET EMPOWERED

©2022 Prinova Group LLC. All rights reserved.

Prinova
NAGASE Group



Sports Nutrition Ingredients that Differentiate Your Brand

Whether you want to design nutrition products that maximize athletic performance or support general health and well-being, we bring your vision to life. With our high-quality ingredients, custom premixes, and formulation expertise, we help you create innovative sports and lifestyle nutrition products that stand out from the competition.

Develop Cutting-Edge Sports Drinks

Accelerate your next product launch and simplify your supply chain with our wide range of ingredients, custom premixes and market-ready blends for sports drinks. Pair them with our expert product development capabilities to bring your products to market even faster. Benefit from simplified product development processes, and high-quality standards.

Capitalize on Consumer Trends & Goals

Over decades of experience in sports and lifestyle nutrition, we've developed a strong understanding of consumer trends. Partner with us to get the insight you need to meet your customers' current performance, dietary, and wellness goals.

Taking Ready-to-Mix Powder Sports Drink to the Next Level

Equipped with a strong expertise and knowledge of the most popular categories, applications, and branded ingredients, we help you create great-tasting and precisely formulated RTM (ready-to-mix) powders. Our vertically integrated capabilities make us your one-stop shop for product development, ingredient sourcing, ingredient distribution, and market-ready blend manufacturing.

As the world's largest seller of food-grade amino acids, we deliver a competitive edge and unmatched market expertise. In the continued pursuit of improving flavor, solubility, and overall sensory characteristics, we offer a full range of micronized amino acids available individually, as a bespoke base blend to your specification or as a fully flavored and sweetened bulk blend.

We are one of the world's leading protein distributors, with a large inventory of premium protein ingredients from a wide selection of plant and animal sources. Our proteins deliver consistent performance and are always sourced from secure supply chains offering full traceability. With Prinova by your side, successful RTM formulation development is closer than you think.



Performance Nutrition Product Development for a Leading Brand

With the help of Prinova's expert product development team, a leading dietary supplement brand was able to extend their line with a huge launch of performance nutrition products at an unparalleled speed-to-market.



Challenge

- Breaking into a new market
- Needed multiple products with bold, on-brand flavors
- Aggressive go-to-market timeline



Solution

- Expert formulation of new products in multiple forms
 - On-site sensory evaluation
- Quick development process and efficient delivery



Result

- Huge line extension achieved in record time
- Favorable consumer reviews
- Opportunity to scale easily

Expanding the Brand Vision

When a leading dietary supplement brand wanted to expand beyond lifestyle and wellness into performance nutrition, they needed expert guidance to help get there. Specifically, they needed a partner that could execute winning formulas, knockout flavors, and multiple product forms - While also handling the demands of a rapid timeline.

The customer envisioned a line of flavored pre- and post-workout products available in two convenient forms: ready-to-mix (RTM) powders and ready-to-drink (RTD) beverages. While they had previously developed RTM powder formulas in-house, they needed deeper expertise in performance nutrition and RTD beverages to bring ideas to life.

Crafting an effective base formula that would successfully translate across delivery formats was crucial. Not only would this provide a consistent consumer experience, but it would also simplify the customer's supply chain.

Vibrant flavors are essential to their innovative and premium brand reputation, and Prinova's comprehensive flavor services would ensure that formulation and flavoring went hand in hand. This close collaboration promised to improve the quality of the final product and further consolidate the supply chain.

On top of these requirements, the customer was committed to an ambitious go-to-market timeline, which demanded that product development and commercialization be fast-tracked.

With deep expertise in ingredients and applications, in-house flavoring, vertically integrated capabilities, and impressive flexibility, Prinova was an obvious choice.

Creating Winning Formulas & Flavors

The elevated standards of performance nutrition presented a great opportunity to strengthen and mature the customer's lifestyle and wellness brand. To seize that opportunity, the product needed to successfully deliver a range of benefits rooted in science and paired with great flavor.

Technical formulation experts at Prinova immediately set to work designing a complex formula to target benefits for pre- and post-workout, including hydration, muscle-protein synthesis, energy, and endurance.

After agreeing upon the base formula, the customer participated in on-site sensory evaluations at the Prinova lab. There, formulation experts made real-time revisions to address sensory challenges and respond to rapidly developing strategic directives.

Differences in processing conditions required the base formula to be optimized into separate SKUs for RTM and RTD with all the overages needed to meet label claims. Using Prinova's in-house aseptic processing technology, the team analyzed a final combination of flavor and formula to ensure that commercial runs would produce the same sensory characteristics approved in the lab.

The customer then received the fully transparent formulas, enabling them to evaluate Prinova's InsideTrak delivery options, and determined the most efficient and cost-effective way to buy within their supply chain plan.

By choosing premixes, the customer received more than 20 functional ingredients for each SKU as a single item at their manufacturing site, along with multiple flavor blends with bitter blocking, masking, flavor, and sweetener components.

Portfolio

Acids & Acidulants

- Citric
- Fumaric
- Malic
- Potassium Citrate
- Sodium Citrate
- Tartaric

Phosphates

- Calcium Phosphate
- Sodium Phosphate
- Potassium Phosphate
- Magnesium Phosphate

Gums

- Tara
- CMC
- Locust Bean
- Xanthan
- Guar

Proteins

- Beef Protein
- Bone Broth
- Bovine Collagen
- Fish Collagen
- Whey Protein
- Mung Bean Protein
- Pea Protein
- Pumpkin Seed Protein
- Rice Protein
- Soy Protein
- Sunflower Seed Protein
- Watermelon Seed Protein

Sweeteners

- Ace-K
- Aspartame
- Neotame
- Sodium Saccharine
- Sucralose
- Xylose
- Allulose
- Erythritol
- Dextrose
- Monk Fruit
- Stevia
- Trehalose
- Xylitol

Amino Acids

- BCAAs
- Leucine
- Isoleucine
- Valine
- Histidine
- Lysine
- Methionine
- Phenylalanine
- Threonine
- Tryptophan
- Alanine
- Arginine
- Aspartic Acid
- Cysteine
- Glutamic Acid
- Glutamine
- Glycine
- N-Acetyl-L-Tyrosine
- Proline
- Tyrosine

Fat Soluble Vitamins

- Mixed Tocopherols
- Natural Vitamin E
- Vitamin A Palmitate
- Vitamin A Acetate
- Vitamin E 50%
- Vitamin E USP
- Vitamin D
- Vitamin K3

Water Soluble Vitamins

- Ascorbic Acid
- Calcium Ascorbate
- Sodium Ascorbate
- Vitamin B1
- Vitamin B2
- Niacinamide
- Vitamin B5
- Vitamin B6
- Folic Acid
- Biotin
- Vitamin B12

Fat Powders & Liquids

- MCT 50% (Maltodextrin)
- MCT 70% on Acacia (coconut)
- MCT Oil (coconut)

Sorbates + Benzoates

- Benzoic Acid
- BHT
- Potassium Sorbate
- Sodium Benzoate
- Sorbic Acid

Functional Ingredients

- Alpha GPC
- Antifoam
- BHB's
- Carnitine L-Tartrate
- Choline Bitartrate
- CitraPeak™
- Coffee & Teas
- Cocoa Powder
- L-Carnitine
- Caffeine
- Creatine
- Extracts
- Glucuronolactone
- Maltodextrin
- Potassium Chloride
- Psyllium Husk Powder
- Sodium Hyaluronate
- Taurine
- TrueShroom™ Mushroom Powders
- Theanine
- Veggie and Fruit Powders
- Zinc Gluconate



Prinova is Ready, to make it easier for you

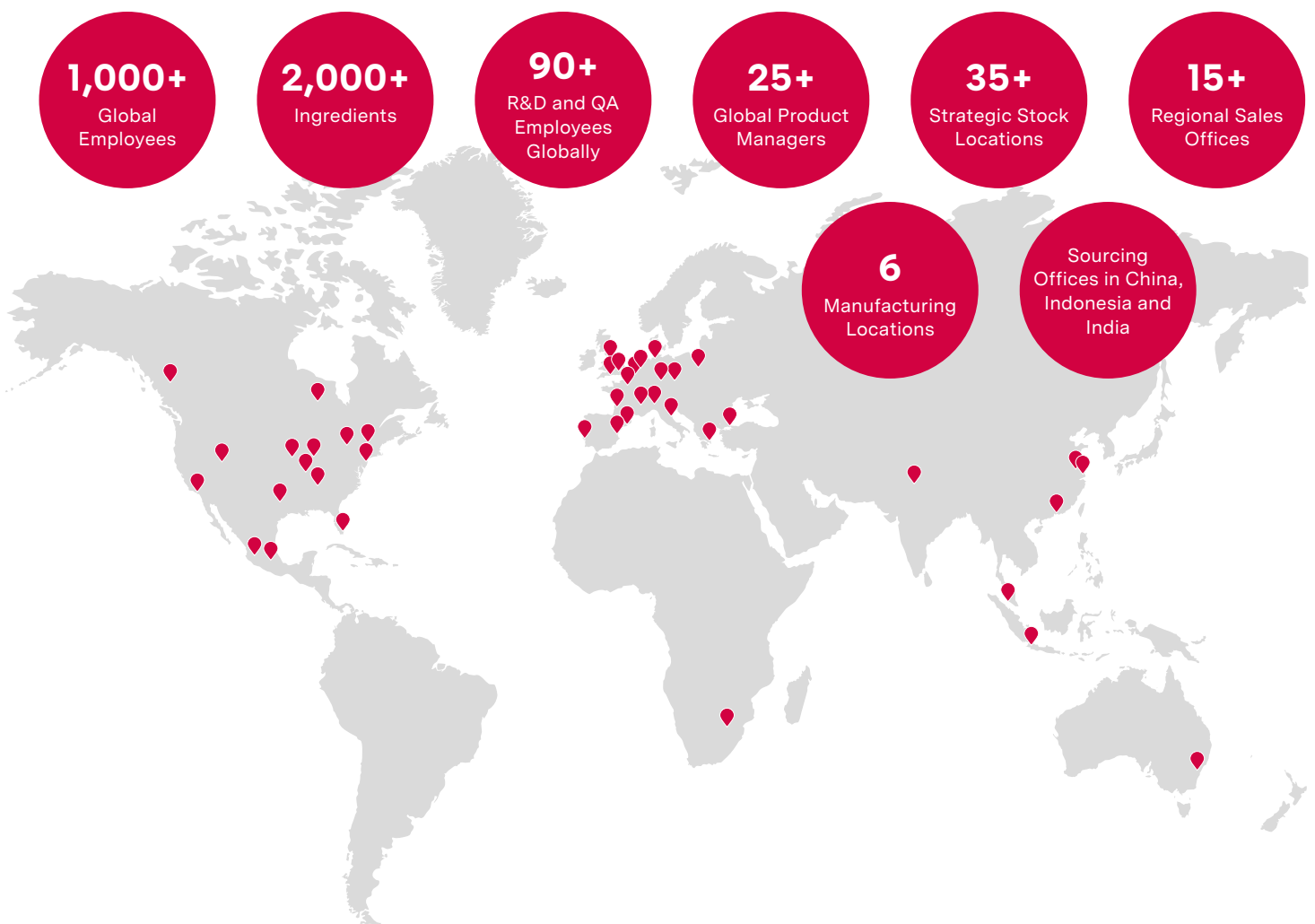
Backed by our publicly traded parent company

 **NAGASE**
\$7.8B

 **Prinova**
NAGASE Group
\$1.3B



Global Product Supply Chain & Manufacturing



Subscribe to our Ingredient Market Report

Ingredients Market Report

Vitamins & Derivatives (Water Soluble & Fat Soluble) • Amino Acids • Sweeteners • Proteins
Acidulants & Gums • Functional Ingredients • Specialty Ingredients



Key Features of the Ingredients Market Report

- Global Supply Chain Environment: challenges and opportunities impacting the industry
- In-Depth Market Insights: capitalize on what's new and now
- Ingredient Product Pricing Outlook: information on pricing and inventory to manage your business

[Click Here](#)

This document does not constitute a recommendation for the purchase, use or application of the products. The data contained herein should not be considered as part of our general conditions of sale and is subject to change without prior notice. The information given in this document is based on our current knowledge and experience. It does not guarantee the suitability of the product for a specific use and does not release the company using the product from the obligation to carry out its own suitability and quality tests. Except as required by law, Prinova assumes no responsibility for the regulatory compliance of finished products in individual markets. This obligation falls exclusively on the company producing or marketing the finished product. This business-to-business communication is not intended for the end consumer.

For more information, please visit:

prinovaglobal.com

info@Prinovausa.com

©2023 Prinova Global LLC. All rights reserved

