

# NEW FORMULATED PRODUCTS IN THE MARKET

Based on:

Stevia, Inulin, Rice Starch, Oligofructose & Isomalt



## Sonday Gluten-Free Wafer with Cocoa Cream



This gluten-free wafer with cocoa cream, launched under the Sonday brand, is now available to you in the Lidl stores in Italy.

## Mondelēz - Halls

The international brand Halls from Mondelez recently entered the German market with its medicated hard boiled candies that are sugar free thanks to Isomalt.

They are available in the flavors menthol eucalyptus, lemon and lime, strawberry and forest fruit. They claim to give a pleasant mouth feeling and to give freshness. The freshness is underlined by its packaging which is resealable and thus keeps the freshness insight.



آب نبات بدون قند : ایزومالت

## Oikos Triple Zero Drink

Dannon US recently extended their Oikos Triple Zero Greek Yogurt range with a yoghurt drink. The drink has the same proposition as the yoghurt, being 0 added sugar, 0 artificial sweeteners and 0 fat. This is of course possible with the help of Oligofructose in combination with Stevia. On top, being a Greek Yogurt, the product is high in protein. A healthy snack to enjoy any time of the day!



نوشیدنی لبنی بدون قند:

ترکیبی از فیبر محلول الیگوفروکتوز + استویا



## Light Ice Cream with Inulin

Nestlé's newest innovation on the market is **light ice cream**. With the help of **inulin** they succeeded to develop a **water/milk-based ice cream** which is **sugar-free** and still incredibly tasty. Available in chocolate and vanilla flavors for adults, but also in the shape of "Minions" for children, this **healthy ice cream** will allow everyone to enjoy an indulgent snack without feeling guilty.



کمپانی نستله: Light Ice cream

بستنی سالم ترکیبی از فیبر محلول اینولین، بدون  
قند

## Wrigley - Wrigley's Extra Professional

In Hong Kong Wrigley recently launched Extra Professional Mints. It is a nice range extension in addition to the core business of gums with sugar free grapefruit flavored Mints. The product is retailed in a metal box containing 20 g and claims "For a clean you can feel".



خوشبو کننده دهان بدون قند با ایزومالت

## Iceland Ready Meals

This ready meal offered to you in the Iceland Food stores, one of Britain's fastest-growing and most innovative retailers, is originally manufactured by Crop's in the Netherlands. The product comprises tender cooked chicken breast and sweetcorn in a cheese sauce covering pasta spirals. BENEÓ rice starch is used in the sauce formula to keep it nice and creamy after defrosting.



نشاسته برنج در فرمول سس حفظ حالت خامه ای

## Perfetti Van Melle – Daygum White

Under the Brand Day gum White, which is an established brand with dental positioning for many years from Perfetti Van Melle in Italy, a translucent gum has recently been launched.

This is a great line extension of a sugar free coated gum with flour and colored stripes using Isomalt.

آدامس شفاف و بدون قند :

ایزومالت در روکش



Helmi trade



## Hero Baby Organic Meals

Hero Baby's new "Organic Series" in Turkey is made from 100% organic fruit, offering different fruit purees in the jar food category, which does not contain any preservatives, additives, sweeteners or pesticides.

BENEO organic rice starch and flour have been added for their natural status and texturizing properties. It is the first product in Turkey to be produced from organic ingredients grown specifically for infants.



غذای کودک ارگانیک :

نشاسته برنج و آرد برنج در بهبود بافت

## Digestive Health for Infants

Oleofarm (Poland) launched Coloflor baby, a dietary supplement for special medical purposes for infants from the first days of life and later. Coloflor baby is a product in the form of a powder for oral suspension, containing microencapsulated, living bacteria *Lactobacillus rhamnosus* GG. By using microencapsulation, the bacteria exhibit improved storage stability and resistance to gastric acids and digestive enzymes, so it is improving their survival in the gastrointestinal tract. On top it contains inulin, also improving digestive health and supporting the probiotic survival rate.

مکمل غذای کودک:

فیبر محلول اینولین بهبود هضم دستگاه گوارش و یری بیوتیکی



## Mondelēz – Stride

Mondelēz extended the brand **Stride** with a new gum innovation with crunch reactors with a nice, albeit delicate crunch thanks to **Isomalt**.

After first being launched in Turkey, it is now also available in the **US**. It includes fourteen individually wrapped gum sticks, available in the flavors fruit, peppermint or spearmint.

It claims sugar free and contains 30% fewer calories than sugared gum.



آدامس بدون قند:

ایزومالت و ۳۰٪ کاهش کالری

## Soccer Formula Drink

PepsiCo, Official Partner of the Champion's League, introduced its new Gatorade F.C. Soccer Formula formulated with BENEEO's Palatinose™.

This sports drink helps sportsmen keep up during long-endurance performance thanks to a careful selection of slow-release carbs.



نوشیدنی ورزشی:

پالائینوز (ایزومالتولوز) - حفظ انرژی در طی ورزشهای طولانی، این کربوهیدرات به عنوان شکر آرام معروف بوده و ۳ برابر دیرتر از شکر انرژی آزاد می کند ضمن اینکه اکسیداسیون چربی را افزایش داده، به تعادل وزن کمک کرده و دوست دندان هم می باشد.