



## PRESS RELEASE

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### **More taste, energy and immune defence: AGRANA presents new product developments at Gulfood Manufacturing in Dubai**

*The Gulf Region and Asia are a key attraction for new food concepts and a market open to innovations. In other words, the ideal place for the Austria-based global food manufacturer AGRANA to present new product developments for ice cream, yoghurts, bakery products, snacks, beverages and, new in the product range, sport nutrition products at the Gulfood Manufacturing trade fair in Dubai from 7 to 9 November.*

The Gulfood Manufacturing event in Dubai is one of the most important international trade fairs for the food processing sector, attracting specialists from the Middle East, North and Central Africa as well as Asia. AGRANA will be presenting a range of new products there which reflect the changing requirements of downstream manufacturers and consumers.

"Our diverse product range on show at the *Gulfood Manufacturing* fair highlights our strengths as a diverse player in the fruit, starch and sugar business segments. From fruit and flavouring preparations to saccharification products as well as premium and speciality starch products, we offer our customers in the downstream processing industry modern solutions all from a single source," emphasises AGRANA CEO Markus Mühleisen.

An important trend which has shifted more into focus as a result of the pandemic is greater awareness among consumers with regard to the positive effects of food on their well-being and immune systems. Conscious indulgence is also on the rise as consumers also treat themselves at home. For example, AGRANA has been successful in combining both consumer trends and manufacturing a fully-fledged solution in the form of new taste options for drinkable yoghurts. The global market leader blends anti-inflammatory contents such as ginger and turmeric which perfectly underscore the probiotic effect of yoghurt.

In line with new market demands, AGRANA also offers other innovative preparations such as protein-rich Greek yoghurt pimped with natural orange, lemon and mandarin flavours. The reduced-sugar chocolate and hazelnut topping for ice cream is new in AGRANA's product portfolio and has been specially developed for the Middle East region. This sauce contains sugar alcohols which provide sweetness while also reducing calories by a third.

## **Innovations for sport nutrition products: DuraBeet® and AGENACARB®**

The positive effects of several AGRANA products on physical performance, endurance and resistance to disease have been combined by its product developers in a new blend for sports drinks: for example, crystalline betaine manufactured entirely naturally from sugar beet which supports important metabolic functions and also has a positive effect on osmoregulation at the cellular level. The product DuraBeet® contains 99 percent betaine and is ideal for use in beverages, (sport) snack bars and food supplements.

On the other hand, the blend for sports drink manufacturers relies on a highly soluble carbohydrate from AGRANA's starch division by the name of AGENACARB®. For the first time ever, AGRANA's product developers have come up with an innovative process to successfully manufacture highly soluble and non-sweet starches which provide sportswomen and sportsmen with energy over a longer period of time. To add various flavour options, a wide range of natural flavourings such as grapefruit, currants, pineapple and mango are available from the portfolio of AUSTRIA Juice, a joint venture between AGRANA and Raiffeisen Ware Austria.

In line with market demand for new taste experiences, at Gulfood Manufacturing AUSTRIA Juice is also presenting its range of various juices and juice drinks with their full-flavoured and unusual taste variations. The product range is rounded off by energy drinks and milky drinks, demonstrating once again the diverse options offered by AUSTRIA Juice.

### **About AGRANA**

AGRANA converts agricultural raw materials into high-quality foods and numerous industrial intermediate products. Around 9,000 employees at 55 production sites worldwide generate annual Group revenue of approximately € 2.5 billion. Established in 1988, the company is the world's market leader in fruit preparations and the leading producer of fruit juice concentrates in Europe. In addition, its Starch segment is also a major manufacturer of custom starch products (made from potato, corn and wheat) and of bioethanol. AGRANA is the leading sugar producer in Central and Eastern Europe.

This press release is available at <https://www.agrana.com/en/>.