



WHAT'S HOT 2023

TOP TRENDS, INSIGHTS AND INNOVATIONS
POWERING THIS YEAR'S
**SUPPLYSIDE WEST &
FOOD INGREDIENTS NORTH AMERICA**

Oct. 23-27, 2023 • Expo Hall October 25-26
Mandalay Bay, Las Vegas

SupplySide[®]
WEST

PRESENTED BY

 **KSM-66**
Ashwagandha[®]
WORLD'S BEST ASHWAGANDHA



North America

WHAT'S HOT at SupplySide West

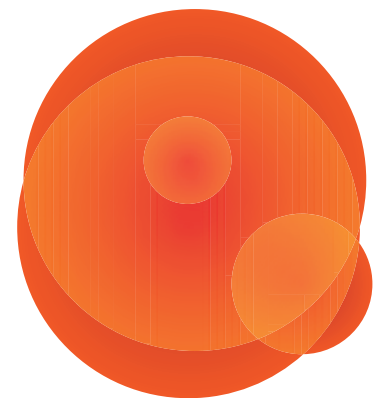
+ TABLE OF CONTENTS

A SPECIAL ALL-DIGITAL ISSUE

October 2023

TABLE OF CONTENTS

- 07 **Viewpoint** – SupplySide: The intersection of content, connection and community
- 10 **Schedule**
- 24 **Staff contributors** – Meet our insiders who will be sharing the 411 on all aspects of the event
- 31 **Sustainability is always hot at SupplySide West**
- 39 **Mandalay Bay Convention Center renovated and ready for business**
- 39 **Monday, Oct. 23**
- 40 **Tuesday, Oct. 24**
- 52 **Expo Hall features: Wednesday, Oct. 25 & Thursday, Oct. 26**
- 59 **Wednesday, Oct. 25**
- 85 **Wednesday Briefs**
- 91 **Thursday, Oct. 26**
- 115 **Friday, Oct. 27**



SupplySide
WEST

PRESENTED BY

 **KSM-66**
Ashwagandha
WORLD'S BEST ASHWAGANDHA



North America

Show Dates:

Oct. 23 - 27, 2023

Expo Hall:

Oct. 25 & 26, 2023

Mandalay Bay,

Las Vegas, NV

**THANK YOU TO OUR
TITLE SPONSOR**



KSM-66
Ashwagandha[®]

WORLD'S BEST ASHWAGANDHA

Booth #4852

Ixoreal Biomed's clinically proven & award-winning "KSM-66 Ashwagandha" is the highest-concentration and full-spectrum root extract of ashwagandha. With a presence in more than 1500 products from major supplement companies across the globe, it is the best-selling ashwagandha on the world market today.

Via 24 clinical studies, KSM-66 Ashwagandha has been clinically proven to help reduce stress, anxiety, enhance memory, sleep quality, endurance, immunity, strength, sexual function in both men & women, and testosterone in men. Being the only ashwagandha maker to own the entire supply chain, KSM-66 Ashwagandha holds the highest number of quality certifications (41) of any botanical ingredient on the market.

Learn more at suppliesidewest.com/KSM-66

List of participating **WHAT'S HOT** sponsors

[AIBMR Life Sciences Inc.](#)

[Aiya America Inc.](#)

[Akay Natural Ingredients Pvt. Ltd.](#)

[Aloe Oil and Butter](#)

[Arjuna Natural](#)

[Ayush Herbs](#)

[Bioenergy Life Science Inc. \(BLS\)](#)

[Bright Pharma Caps Inc.](#)

[Chinova Bioworks](#)

[Colorcon](#)

[dsm-firmenich](#)

[Epax Norway AS](#)

[Euromed USA](#)

[EverGrain by AB InBev](#)

[FFP](#)

[FrieslandCampina Ingredients](#)

[Gencor](#)

[Gnosis by Lesaffre](#)

[ICL Food Specialties](#)

[Ixoreal Biomed Inc.](#)

[Kaneka Nutrients](#)

[Kaneka Probiotics](#)

[Kensing](#)

[Kyowa Hakko USA](#)

[Lubrizol Life Science](#)

[Molecular BioLife](#)

[Natural Remedies](#)

[Newgen Biotech USA Inc.](#)

[NutraShure](#)

[NutriLeads BV](#)

[OmniActive Health Technologies](#)

[PanTheryx Inc.](#)

[Polaris](#)

[Prinova US](#)

[Select Custom Solutions](#) and [Mill Haven Foods](#)

[Soft Gel Technologies Inc.](#)

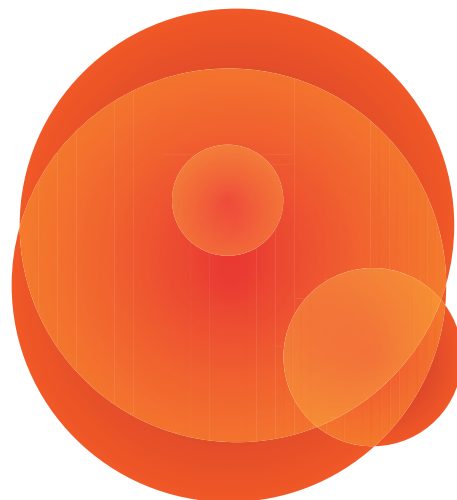
[Stratum Nutrition](#)

[Tate & Lyle](#)

[Vidya Herbs](#)

[Virginia Dare](#)

[Zooca – The Calanus Co.](#)





Company: AIBMR Life Sciences Inc.
Contact: Jared D. Brodin
Title: Director of Information Services
Website: aibmr.com
SSW Booth #: 2430

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

We help companies learn how to navigate getting regulatory status in the U.S. and establish safety for their hemp-derived and non-hemp-derived cannabinoid ingredients by toxicological safety assessments and GRAS (generally recognized as safe) status.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

In addition to consistently monitoring the state of the marketplace, AIBMR participates in public meetings sponsored by FDA, Congress and FTC, as well as webinar panels to discuss important current events for the natural products industry.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

Of key interest to AIBMR clients are changes to the regulation of CBD for the typical consumer by allowing it to be sold as an ingredient for use in dietary supplements and food by either a new dietary ingredient notification (NDIN) to FDA's Office of Dietary Supplement Programs or by independent conclusion of GRAS status.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Companies from around the world interested in selling ingredients and products in the U.S. will learn how AIBMR can provide practical and effective solutions for achieving that goal, even for the most complex challenges.



GRAS



NDI



Tox Studies



**Regulatory
Compliance**



**Exposure
Estimates**



**Visit us at
SupplySide West!**

**Booth
#2430**

A I B M R
Life Sciences, Inc.

253.286.2888

AIBMR.com

SupplySide:

The intersection of content, connection and community



I'm a list person. Lists help me prioritize and expose gaps in planning, and they certainly help me derive a sense of accomplishment. (Who doesn't love to cross things off a list?!) In preparation for writing this Viewpoint, I composed a lengthy list of things that are new or significantly improved since I wrote this letter last year. I'm proud to share a few...

With worldwide travel finally unrestricted, 2023 signifies the return to a full-size event. Welcoming people from all regions of the world again feels amazing, and it's important that SupplySide West and Food ingredients North America is representative of the nutritional supply chain industry makeup.

As potentially the largest show ever, pre-planning will help assure the best possible experience. This edition of "What's Hot at SupplySide West" is an excellent planning tool, and 40 of our exhibitors are highlighted in the following pages, sharing a preview of their hot products and services.

The 2023 event also marks the most robust and accessible educational offerings yet. All badge holders may attend live education sessions within the exhibit hall, at the Food ingredients North America theater, the SupplySide Stage, and the Supplier Presentation Theaters.

The formal conference program, boasting 14 longer workshops, is a paid program with several registration possibilities. Don't worry if your schedule doesn't allow you to attend every workshop that catches your eye—we now offer an On-Demand Conference option which puts all 14 session recordings right in your inbox. A major goal of ours in 2023 is making our rich content more accessible to more people.

On that note, we have also just refreshed both of our year-round content sites, **Food & Beverage Insider** and **Natural Products Insider**. The search functionality is much improved, along with upgrades to navigation, site speed and mobile experience.

As much as I'm a list person, I'm also a people person. SupplySide as the intersection of content, connection and community is the result of an incredible team of pros, and you will find them on stage, in the aisles and networking at receptions in Las Vegas. Be sure to follow and connect with some of our **key editorial and industry personalities**.

As with our content, another goal of ours is accessibility to people. This means making our SupplySide team known and accessible to you. It also means being a catalyst for you to discover new connections broadly across the industry—and for others to discover you.

Diversity, inclusion and belonging efforts are not new to SupplySide, but that list of mine has sure grown. Space limits don't allow me to mention all the wins, initiatives and partnerships, but here are several:

- In its second year, the partnership with Naturally Network's Minority-Owned Fellowship brings a 50% increase in the number of hosted minority-owned startup CPG brands to Las Vegas for opportunities in mentoring, education, networking—and of course, sourcing.

- This year will be our 4th consecutive event presenting the LGBTQ+ Allies Reception, in partnership with Naturally Proud Network. Every year, the attendance has grown and allyship has bloomed. All badge holders are invited to attend this event on Wednesday, Oct. 25 from 5:30 to 7:30 p.m.

- New in 2023, our Food & Beverage Insider content brand is a proud partner of Dine Diaspora, best known for its annual Black Women in Food signature event. The Washington, D.C.-based firm has been instrumental in connecting its diverse audience of Black female professionals in R&D and F&B product development with the content, events and suppliers that are part of the SupplySide ecosystem.

- Also new in 2023, SupplySide welcomes a partnership with **Diversity Org**. On Thursday, Oct. 26, approximately 100 students from underprivileged high school communities in the Las Vegas metro area will be on-site learning about potential career paths in nutritional supply chain and CPG product development. They will be exposed to two panel sessions featuring industry pros and will take a brief tour of the exhibit hall to meet a group of pre-selected suppliers.

I'm not the only person who thought about what will be "hot" at SupplySide West this year—read on to see what my colleagues and many of our suppliers have prepared for you.

Safe travels to Las Vegas; we can't wait to welcome you!



Danica Cullins

SVP, SupplySide

(480) 861-9521

danica.cullins@informa.com



<https://www.linkedin.com/in/danicacullins/>



Company: Aiya America Inc.

Contact: James Oliveira

Title: Account Executive

Website: aiya-america.com

SSW Booth #: 3420

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

In the past 2 to 3 years, our company has innovated by introducing Pure Roasted Matcha powder. This product is our version of hojicha powder; however, instead of using sencha leaves, we use tencha leaves, which are the same raw material used for matcha powder. The leaves are slowly roasted before grinding, resulting in a naturally sweet and nutty flavor with a smooth finish.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

We are always paying attention to the market and how matcha is being used currently. Based on those findings, we try to find areas where matcha can fit into a company's product line or offerings. As the popularity of matcha grows, Aiya is growing with it by increasing capacity and availability to support the market demand.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

In the next 5 to 10 years, we'll continue to grow and expand the company's scope, including selling to new countries and territories. We hope that matcha will start to be enjoyed for more than just its health benefits, but for its flavor and versatility as well. As we grow, we are prepared to increase farm size and networks to meet capacity and supply demand.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

When visitors stop by our booth, we want them to experience true Japanese matcha, learn about the cultivation and manufacturing process and understand how to discern differences in quality. We also want visitors to see the versatility of matcha in any industry.



SUPPLYSIDE
WEST BOOTH
#3420

MATCHA BY AIYA

Pure Japanese Matcha Green Tea
Organic & Conventional Grades
Direct Supply from U.S. Warehouses



For more information, contact us at ingredients@aiya-america.com
or connect with us at **SupplySide West (Booth #3420)**
AIYA AMERICA, INC. | WWW.AIYA-AMERICA.COM | 310-212-1395













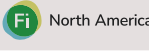
Schedule-At-A-Glance

○ = In partnership with | ✱ = Produced by | ★ = Sponsored by | ▲ = Underwritten by | 💰 = Separate registration required

MONDAY, OCTOBER 23

7am-5pm	Registration	Bayside A Bayside F Foyer Lower Level, Islander Registration Desk	★		
8am-5pm	21 CFR 111 Dietary Supplement GMP Overview - Part 1	South Pacific Ballroom A	✱		💰
8am-5pm	Dietary Supplement Claim Substantiation	South Pacific Ballroom C	✱		💰
8am-5pm	FDA Inspection Readiness for Dietary Supplements	South Pacific Ballroom B	✱		💰
8am-5pm	ISO 22716 GMP's for Cosmetics and Personal Care Professionals	South Pacific Ballroom D	✱		💰

TUESDAY, OCTOBER 24

7am-6pm	Registration	Bayside A Bayside F Foyer Lower Level, Islander Registration Desk	★		
12-8pm	Satellite Badge Pick-up	Mandalay Bay, Delano & Luxor Front Desks	★		
8am-5pm	21 CFR 111 Dietary Supplement GMP Overview - Part 2	South Pacific Ballroom A	✱		💰
8am-5pm	Dietary Supplement Label Compliance	South Pacific Ballroom C	✱		💰
8am-5pm	Root Cause Analysis (Investigative and Justification Writing)	South Pacific Ballroom B	✱		💰
8am-5pm	Vendor Qualification and Audit Training	South Pacific Ballroom D	✱		💰
8am-5:30pm	NCN Ingredient Technology Investor Meeting	South Pacific Ballroom E	✱		💰
9am-12pm	Healthy aging: The changing landscape of long-term health	Islander Ballroom C	▲		💰
9am-12pm	Supplements 101: Fundamentals for a successful journey	Islander Ballroom H			💰
9am-12pm	Supply chain challenges and innovations	South Pacific Ballroom F	○ ▲	 	💰
9am-12pm	The formulation and regulation of plant-based food and beverage products	Islander Ballroom E	○ ▲	 	💰
1-4pm	A comprehensive look into the health and nutrition legal and regulatory landscape	South Pacific Ballroom F			💰
1-4pm	Food and Beverage 101	Islander Ballroom E	○		💰
1-4pm	Modern challenges in clinical trials: Strategies to help brands and ingredient suppliers narrow the proof gap	Islander Ballroom H			💰
1-4pm	AI, blockchain, regenerative agriculture: Technology's growing importance in health and nutrition product creation	Islander Ballroom C			💰



Company: Akay Natural Ingredients Pvt. Ltd.
Contact: Krishnakumar I.M., Ph.D.
Title: Chief Research Officer and Head of R&D
Website: akay-group.com/thymodream
SSW Booth #: 4245

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Stress, sleep and immunity are three important, interconnected pillars of health impacted by the hippocampus-pituitary-adrenalin (HPA) axis, which the central nervous system plays a major role in modulating. However, few ingredients with clear scientific details and mechanisms of action are available to address these three domains.

We have developed a unique, patented botanical ingredient from black cumin (*Nigella sativa*) that can modulate HPA and safely support the stress-sleep-immunity axis. We have been researching this area for the past five years and have completed multiple randomized clinical trials and mechanism-of-action studies with high-impact publications.

At this year's SupplySide West, we will surprise visitors with our high-quality science, technology and sustainability that led to the unique natural sleep aid ThymoDream™, which offers stress-relieving effects and immune support.

Also, explore new applications of our self-emulsifying hydrogel technology FENUMAT® for the co-delivery of multiple bioactives with enhanced bioavailability at low dosages. Its applications span a range of new phytonutrient extracts including oils.

We are introducing a brand-new technology (100% natural and clean label) for minimizing the taste of herbal ingredients with instant dispersibility and solubility. Visit our booth to learn more.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

We strive to offer science- and technology-based botanical ingredients to meet market demands. The need for 100% natural, food-grade and clean-label technologies for enhanced solubility, instant cold-water dispersibility, taste masking and enhanced bioavailability of bioactive free forms of phytonutrients drives us to develop active botanical ingredients quickly. Our 30 years of experience in botanical sourcing and extraction, plus our seven production units at various locations globally, help us derive a wide range of unique clean-label extracts from bioactive botanicals including spices, herbs and berries.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

There is an ever-increasing global consumer demand for botanicals with proven efficacy and safety. Consumers are looking for holistic health solutions that support body, mind and soul. In this respect, ingredients for brain functions such as sleep, stress and cognition will be of great interest, along with ingredients that support immunity, a balanced gut microbiome and healthy inflammatory responses. Consumers also increasingly demand food delivery formats such as gummies and stick packs.

With phytonutrients and botanicals, formulators face issues of solubility, bitter taste, pungency, poor bioavailability and difficulty incorporating physiologically relevant dosages of extracts. There is an unmet need for green technologies that are 100% natural and clean and can meet these demands in a regulatory-friendly way.

Our R&D team, which foresaw these challenges a decade ago, has come up with various 100% natural, clean-label, patented green technologies for extraction and formulation that solve issues around taste, solubility, cold water dispersibility, bioavailability, etc. Studies are ongoing, though we have human studies that establish the aforementioned aspects and a wide range of publications.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

We aim to surprise our visitors with highly cited peer-reviewed science, patented technologies, and products and prototypes that address the main issues faced by nutraceutical formulators today. Visitors can learn about our innovative range of patented and trademarked ingredients made from kitchen spices, herbs and berries to transform their health solutions. They can experience various prototypes and samples of gummies, highly bioavailable chocolates, free-flowing high-density agglomerated granules for tablets and capsules, and more.

ThymoDream™

Scientifically proven to improve
sleep, stress and immunity



4 clinical
studies



4 patents



Unique mechanism
of action



100% natural

Visit us at
Booth #4245

 **akay**
part of the Oterra Group

Schedule

SCHEDULE

4-5:30pm	#WINTogether Gender Equity Networking Reception	Bayside Foyer	○	
5-7pm	First-Time Visitor Reception	Border Grill at Mandalay Bay		Ⓢ
WEDNESDAY, OCTOBER 25				
7am-5:30pm	Registration	Bayside A Bayside F Foyer Lower Level, Islander Registration Desk South Pacific Registration Desk	★	
7am-1pm	Satellite Badge Pick-up	Mandalay Bay, Delano & Luxor Front Desks	★	
7am-6pm	Baggage Check	Bayside A		
7:30-8:30am	Wellness Yoga	Level 2, Mandalay Bay Foyer	★	
8:30-10am	Breakfast Brief: Breaking Boundaries in the Science of Lutein Across the Lifespan	South Pacific Ballroom C	★	 Ⓢ
9-10am	Breakfast Brief: The Next Frontier: The Gut, Skin, Hair Trilogy	South Pacific Ballroom J	★	 Ⓢ
9-10am	Breakfast Brief: Tired of leaking softgel capsules? Learn how to improve softgel seams and process efficacy	South Pacific Ballroom B	★	 Ⓢ
9-10am	Breakfast Brief: New University Studies Show Efficacy of CBD/CBDA for Key Areas of Human Health	South Pacific Ballroom A	★	 Ⓢ
9-10am	Breakfast Brief: The Next Anti-Aging Revolution: Beyond NMN and NAD Precursors	South Pacific Ballroom D	★	 Ⓢ
9am-12pm	Fermentation's role in the future of food and beverage	Islander Ballroom H	○	 Ⓢ
9am-12pm	Sports nutrition quits the gym and goes mainstream	Islander Ballroom C	▲	 Ⓢ
10am-5:30pm	Expo Hall	Bayside B-F		
10am-5:30pm	GOED Omega-3 Resource Center	Booth #3555	○	
10am-5:30pm	IPA Pre-, Pro- and Post- biotics Center	Booth #5652	○	
10am-5:30pm	New Products Zone	Bayside Foyer	★	
10am-5:30pm	SHEFEXIL's India Pavilion	Booths #7564-7573	★	
10am-3pm	SupplySide Studio	Booth #4519		
10am-5:30pm	Tasting Bar	Booth #1380		
10:30am-5pm	FiNA Theater	Booth #1350		
10:30am-5pm	SupplySide Stage	Booth #5670		
11am-4:50pm	Supplier Presentation Theaters	Booths #3077 & #3677		
12-1pm	Lunch Brief: Fueling sports nutrition: Unveiling PeptENDURE® – a new performance enhancing protein for endurance	South Pacific Ballroom B	★	 Ⓢ
12-1pm	Lunch Brief: What's new for Ubiquinol: Reproductive health and healthy aging science—formulation and format opportunities	South Pacific Ballroom A	★	 Ⓢ
5:30-7:30pm	LGBTQ+ Allies Networking Reception	South Pacific Ballroom F	○	



Company: Aloe Oil and Butter
Contact: Jim Gambino III
Title: President and Owner
Website: aloeoilandbutter.com
SSW Booth #: 3231

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Aloe Oil and Butter is a family-owned and vertically integrated aloe manufacturing company. We boast the industry's largest organic product offering, from liquids to powders.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

We are aware of what our customers and industry expect, and we work daily toward full traceability for all our products. We maintain the highest standards for our production site and continue to show this with certifications such as IASC, Organic, Fair Trade Sustainability Alliance (FairTSA), ISO, GMP (good manufacturing practice) and many other programs that we are developing to not only supply aloe vera but also to lead the industry in supply, pricing and lead times. We understand the fast-paced world our customers live in and the demands and challenges they face each day.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

As we are vertically integrated and own and operate 2,000-plus acres of organic aloe vera, we are seeing a very clear shift in the industry, with increasing demand for not only our quality aspect but also for our pricing, lead times and technological advancements in our production and facility. We are working toward a zero-carbon footprint with advancements in technology, and we return investment back into our operations.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors can expect to have a full and interactive experience with our team. They can learn about our processing capabilities and capacities, along with our progress with our FairTSA program, facility upgrades and certifications. We will explain why we are the clear choice in the industry for aloe vera and why our motto is "Aloe Vera a New Way."

**Booth
#3231**

ALOE OIL & BUTTER

**Lowest
Shea Butter
Pricing**

A L O E V E R A A N E W W A Y



FOOD & BEVERAGE

- Drinks & Juices
- Powdered Mixes
- Yogurt & Ice Cream
- Snack Bars
- Edible Films & Coatings



PERSONAL CARE

- Cosmetics
- Skin Care
- Lotions & Butters
- Haircare
- Wet Wipes



WELLNESS

- Nutritional Supplements
- Pharmaceuticals
- Topicals
- Intimate Care
- Pet Health

Visit us at SupplySide West 2023

Web

www.aloeilandbutter.com

Inquiries

info@aloeilandbutter.com

Schedule

THURSDAY, OCTOBER 26

7am-6pm	Baggage Check	Bayside A Bayside F Foyer	
7:30-8:30am	Wellness Yoga	Level 2, Mandalay Bay Foyer	★
8am-5pm	Registration	Bayside A Bayside F Foyer Lower Level, Islander Registration Desk	★
9am-12pm	A day in the life of food science	Islander Ballroom H	○ \$
9am-12pm	A universe unfolding: Uncovering the mysteries of the microbiome and its connection to health	Islander Ballroom C	▲ \$
10am-5pm	Expo Hall	Bayside B-F	
10am-5pm	GOED Omega-3 Resource Center	Booth #3555	○
10am-5pm	IPA Pre-, Pro- and Post- biotics Center	Booth #5652	○
10am-5pm	New Products Zone	Bayside Foyer	★
10am-5pm	SHEFEXIL's India Pavilion	Booths #7564-7573	★
10am-2pm	SupplySide Studio	Booth #4519	
10am-5pm	Tasting Bar	Booth #1380	
10:30am-5pm	FiNA Theater	Booth #1350	
10:30am-5pm	SupplySide Stage	Booth #5670	
11am-2:50pm	Supplier Presentation Theaters	Booths #3077 & #3677	
5-11pm	What's Up With Supps: Retro Toy Party	House of Blues at Mandalay Bay	* \$

FRIDAY, OCTOBER 27

8-11am	Education Registration	Lower Level, Islander Registration Desk	★
9am-12pm	Exploring the latest in beverage innovations, trends and more	Islander Ballroom H	○ \$
9am-12pm	Not just a buzzword: The keys to making sustainability an actualized business practice	Islander Ballroom C	\$

Schedule

SupplySide Stage Booth #5670

Come learn about expanding and improving your business and the health & nutrition industry in this free-to-attend, live, interactive forum. The SupplySide Stage is designed to delve into hot topics facing the industry and offers inspiring presentations to expand your thinking and outline strategic tactics to advance businesses. *Open to all attendees.*

○ = In partnership with | ★ = Sponsored by

SCHEDULE

WEDNESDAY, OCTOBER 25

10:30-11am	For the World Within: Cultivating a healthy gut with proven natural prebiotic fibers	★	Givaudan Human by nature
11:15-11:45am	Muscle + Metabolic Health: Redefining the future of health life span	★	NURITAS See nature differently
12-12:30pm	Celebrate Natural Products Week		
12:45-1:15pm	Menopause is the New Vegan – An opportunity to serve the midlife consumer in a commercially purposeful way	★	GenM
1:30-2pm	Top supplement market trends		
2:15-2:45pm	Game-changing MoCRA Regulations for Cosmetics: What to know and what the future holds		
3-3:30pm	Joining & building inclusive communities in the supplement industry		
3:45-4:15pm	Holistic Health: Where the natural products industry and health care intersect		
4:30-5pm	Adulteration Update: Specifications, detection, & how YOU can help stop the resale of irreparably defective ingredients and products		

THURSDAY, OCTOBER 26

10:30-11am	Nutritional Neurosciences: The mental health - nutrition/dietary ingredient connection		
11:15-11:45am	FDA drug preclusion, enforcement and reorganization: Implications for industry		
12-12:30pm	Pet Supplementation Unleashed: Fetching the latest insights for optimal pet health and well-being		
12:45-2pm	Ingredient Idol, 2023		
2:15-3:30pm	Inside the Bottle: Serving the underserved with supplements: new data reveals market gaps and opportunities		
3:45-4:15pm	Detecting the Pulse of Cardiovascular Innovation: The science, diversity and insights		
4:30-5pm	Probiotic comedy show	○	ipa INDUSTRIAL PRODUCTS ASSOCIATION "The Global Authority on Food & Beverage"

FiNA Theater Booth #1350

The FiNA Theater is back with some new interactive topical sessions. During these mostly half-hour events, attendees are encouraged to engage beyond the usual Q&A portion. Get ready for tastings, audience-participation exercises and more. *Open to all attendees.* ▲ = Underwritten by

WEDNESDAY, OCTOBER 25

10:30-11am	Sweet Innovations: chocolate, confections & more		
11:15-11:45am	The Great Debate: A battle for the generations		
12-12:30pm	Fireside Chat: Mission possible		
12:45-1:15pm	Legal Survival Guide for Food Brands: Insights from a foodborne illness attorney on staying lawsuit-proof in a risky world		
1:30-2pm	How to handle a product recall like a pro		
2:15-2:45pm	The future of food is upcycled: Meet 3 ingredients leading the way		
3-3:30pm	State of sweeteners		
3:45-4:15pm	Ensuring Ethical Supply Chains: Navigating the EU due diligence directive and challenges of alternative ingredient sourcing		
4:30-5pm	Go Nuts: Formulation and sustainability considerations		

THURSDAY, OCTOBER 26

10:30-11am	What does an inclusive industry look like?		
11:15-11:45am	Taste of Food ingredients North America: Women of color food scientists introduce heritage ingredients		
12-12:30pm	Formulating for growth		
12:45-2pm	Top food industry trends	▲	Cargill
2:15-2:45pm	How to build a great-tasting functional beverage	▲	Sweegen
3-4:15pm	Inside Organic: Elevating the benefits of organic from seed to shelf		
4:30-5pm	CPG roundtable: 3 founders define sustainability practices		



Company: Arjuna Natural
Contact: Bennito Russo
Title: Head of Sales
Website: arjunanatural.com
SSW Booth #: 2943

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Over the last few years, one highlight has been our fast-acting joint discomfort product, Rhuleave-K®. As a research-first company, we saw a need to diversify the product into other categories and started looking at ways to innovate in women's health. We feel this is a category that was lacking ingredients backed by quality studies and saw an opportunity to bring value to brands and product formulations.

We recently published a clinical trial on Rhuleave-K for fast-acting cramp relief and are planning further research. We also have innovated with ashwagandha and have some exciting new science coming out for our product, Shoden®. Finally, we are introducing our on-trend digestive health and gut-aid ingredient, Herbagut®, to North America.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Arjuna Natural is a vertically integrated manufacturer, which helps us stay on top of industry trends and market needs. Our sales team listens to our customers' feedback and directly relays it to and collaborates with our experienced R&D team. This allows us to stay on top or ahead of market needs, find new areas of research and meet customers' dosage and claims requirements. Women's health is a big focus for us now, and our vertical integration has allowed us to speed up innovation to bring new products and research to market.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

The market is everchanging, and to stay ahead of trends and needs, you must be able to innovate quickly and effectively. Arjuna has a strong innovation pipeline. We will be releasing on-trend, research-backed ingredients at a rapid pace, allowing our customers to create diverse product formulations to differentiate from the competition. Being a farm-to-factory producer of botanical extracts helps us stay ahead of sustainability concerns, and vertical integration allows us to mitigate many of the supply chain issues a typical distribution company may face. In the next 5 to 10 years, we think women's health, energy, hydration and cognitive products will become even more expansive as consumers become more educated.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Within Arjuna, we pride ourselves on being a partner—a valuable asset you can lean on and trust for your innovation needs. Whether by providing updates on market trends like women's health, collaborating on new product development or educating you about botanical extracts and research, our team is ready to help.

We will be showcasing many of our branded ingredients and the functional aspects of our delivery-system-friendly botanical extracts. We will also have some amazing truffles and functional chocolates from a local chocolatier. Stop by booth #2943 and say hello!

RHULEAVE- K®

Menstrual Cramp Relief

New Published
Science!

Come by
Booth #2943
to learn more.



469-586-5220
arjunanatural.com
mail.usa@arjunanatural.com





Company: Ayush Herbs
Contact: Dr. Shailinder Sodhi
Title: President of Ayush Herbs Inc.
Website: <https://www.ayushextracts.com/>
SSW Booth #: 4337

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

We have launched the Ayush Herbs Learning Hub for practitioners and are continuing to grow its offerings. We make education free and available to our clients regarding ayurveda and Indian herbs that they may not be familiar with in the West.

We have launched several new products, with more on the way.

Farming and harvesting have become even more ecologically focused. We are trying to streamline the supply chain since it was disrupted during Covid-19, but we are now back online. We have improved our transparency offerings by including a QR code that gives consumers information about our product and its testing and purity results.

People can now place orders in advance for organic-certified extracts, so all of the paperwork will be completed to meet USDA requirements.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

We are constantly evolving. We are always monitoring the latest research, the desires of our clients and social media trends, all of which inform our approaches to research and development.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

We are continuing to improve our transparency for the consumer and our sustainability, with the growing interest in supplements in the U.S.

We are a vertically integrated company, and our attention is on growing trends and what we can offer. We are also making sure that we are aware of how the environment is changing in the areas that we farm.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

You can taste, smell and enjoy unique ayurvedic and naturopathic-inspired products.

You can learn more about our extract technology and get technical questions answered by our team.

You can explore samples, place orders and make deals with our team.



AYUSH EXTRACTS & RAW MATERIALS

Ayush Extracts® has been committed to producing the highest quality herbal extracts and powders for over 30 years. Our proven methods of extraction and testing provide purity and potency you can trust.

- Herbs organically grown on our own farms
- Processed in our FDA inspected, ISO and GMP certified facility

- HPLC, heavy metal, pesticide, and microbial testing
- 100+ NOP certified products



ayushextracts.com





Company: Bioenergy Life Science Inc. (BLS)

Contact: Penny Portner

Title: Director of Marketing

Website: bioenergylifescience.com

SSW Booth #: 5273

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

BLS is committed to science-backed innovation that sets our customers apart from the competition. Two major areas of opportunity are healthy aging and sweeteners. Both markets are starved for something new and better.

RiaGev-SR (sustained release) is the next-generation nicotinamide adenine dinucleotide (NAD) booster. It represents the first-ever use of sustained-release technology in the healthy aging category. The unique wax-matrix tablet releases nutrients in a slow, steady manner for optimal digestion.

BLS is also reimagining the sweetener category. We all use sweeteners to sweeten a variety of applications, but BLS thinks a sweetener can also serve another purpose. Imagine one that has a high sweetness profile and is instantly metabolized (not stored in the body), low calorie, healthy and clean label but also multifunctional. BLS has your answer.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

We listen to the market and our customers. Then we develop natural, clean, alternative solutions to fill the gaps and help people live healthier, longer lives from the inside out.

There are so many questionable ingredients used in products, including unhealthy sweeteners that attempt to mask bitterness and improve flavor profile. Experience has shown that each time a sweetener falls out of consumer favor, it can be expensive to reformulate.

Why not use the right sweetener solution? The market's needs prompted BLS to focus on providing an alternative sweetener

solution that is healthy and clean label and delivers health benefits. We now offer formulators a low-calorie sweetener with health benefits that is perfectly sweet without the aftertaste, has a negative glycemic index and is instantly metabolized. With a customizable sweetness profile, this multifunctional ingredient is suitable for vegan-, keto- and vegetarian-friendly products.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

Throughout our 30-plus-year history, we have listened to the market and our customers. The next 5 to 10 years will be no different. We will continue to lead the industry's evolution through innovation and by advancing technology in new ways. We will continue to prioritize sustainability and do business in a way that makes our customers' jobs easier. For example, while some companies have struggled with supply chain challenges, BLS has thrived. We stay on top of logistics before they become challenges.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Our visitors and friends will see our flagship branded ingredients that have revolutionized the industry. We will also feature examples of our continued innovation with new technology and functional, all-natural solutions that target both the dietary supplement and food and beverage markets. Our value-added services have grown too. Whether you've always wanted to work with BLS or you're a current customer, you'll probably discover something new about us at SupplySide West.



Re-Imagining Ingredients for Healthier Living

BLS is your Total Solution Provider. Great things can happen when you partner with BLS. Our award-winning, patented ingredients, unique product solutions and innovative services will give you a competitive edge, helping people of all ages feel, perform and look better!

We give you an edge in high-demand categories:

- Energy
- Sports performance
- Metabolism
- Healthy aging
- Digestive health
- Women’s health
- Cosmetics
- Personal care
- And more!

And we offer value-add services to make us your total solution provider:

- Product concepts
- Formulation support
- Wax-matrix sustained release tableting
- Bulk packaging
- Market-ready and custom premixes
- Small-pack options
- Quality and regulatory
- Marketing

Visit us at SupplySide West, Booth 5273.



info@bioenergyyls.com | www.bioenergylifescience.com | 877.474.2673

©2023 Bioenergy Life Science, Inc. All Rights Reserved.

Staff contributors

The SupplySide West and Food ingredients North America content contributor team collectively represents hundreds of years of experience in the natural products industry, as well as varied journalistic experience and accolades. Enjoy their summaries of this year's happenings—and be sure to look for them in Las Vegas.

Sandy Almendarez

Sandy Almendarez entered the natural products industry in 2009 when she joined Virgo Publishing (now Informa Exhibitions) as an assistant editor. As she worked her way up, the brands she oversaw as editor in chief garnered numerous professional awards, including B2B Editorial Team of the Year from Folio:. Currently she serves as VP of content.



Almendarez

Jon Benninger

Jon Benninger is VP and market leader at Informa Markets. He focuses on the strategic direction and growth of the SupplySide portfolio, which includes SupplySide West, SupplySide East, Natural Products Insider and Food & Beverage Insider. He coordinates with leaders of the other Informa health and nutrition events and brands, including Natural Products Expo, Vitafoods, Food ingredients, NEXT and Nutrition Business Journal. Benninger joined the company in 1995 as the founding editor of the company's first trade magazine for the nutrition industry.



Benninger

Karen Butler

Karen Butler is a senior managing editor at Informa Markets. For nearly 25 years, she's worked in a variety of editorial roles, covering topics such as animal nutrition, functional beverages, and dietary supplement ingredients and trends. She most enjoys working behind the scenes as a copyeditor, as well as building community and supporting the success of others.



Butler

Heather Carter

Heather Carter is the associate editor of Food & Beverage Insider at Informa Markets. She has worked in trade publishing for nearly a decade, covering a variety of topics, from tile to bedding to the food and beverage industry.



Carter

Danica Cullins

Danica Cullins is SVP, SupplySide portfolio within Informa Markets. She is accountable for the strategic direction and business performance of the SupplySide portfolio, which includes SupplySide West, SupplySide East, Natural Products Insider and Food & Beverage Insider. Cullins joined the company in 1998, beginning with show operations and later moving into sales and sales leadership before taking on the portfolio leadership position in 2021. In addition to her SupplySide responsibilities, she enjoys philanthropic work, travel and time with her family, which includes two teenage boys.



Cullins

Marisa Finnegan

Marisa Finnegan, CEM, is director of events for SupplySide at Informa Markets. For more than 16 years, she has worked with the SupplySide brand and been an active member of the B2B events industry. Finnegan



Finnegan

focuses on the success, growth, strategic direction and business operations of SupplySide's annual events and product offerings.

Bill Giebler

An award-winning writer and natural products industry veteran—with decades of experience in food and supplement retail, lifestyle mail order and organic textiles product development—Nutrition Business Journal Content & Insights Director Bill Giebler reports on dietary supplements and food and agricultural trends and opportunities across New Hope Network/Informa Markets properties.

Heather Granato

Heather Granato is a 30-year veteran of the natural products industry, currently serving as VP, partnerships & sustainability, in the Food EMEA division of Informa Markets. She is based in London, and leads efforts related to industry partnerships and broader sustainability initiatives for the Vitafoods and Food ingredients brands. She has been a presenter at events including SupplySide, Vitafoods, Food ingredients, Natural Products Expo, the Natural Gourmet Show and the Folio: Show. Granato serves as the founding president of Women In Nutraceuticals, a global nonprofit founded in 2022 focused on empowering women in the nutraceutical industry; she is also on the board of directors for the Organic & Natural Health Association. Granato was named to the FOLIO: 100 list of top media professionals in 2018, and was selected as a 2015 Top Woman in Media by FOLIO:.. She received the 2014 Visionary Award and the 2018 Journalistic Excellence Award from the American Herbal Products Association (AHPA).

Duffy Hayes

Duffy Hayes joined Informa Markets and Natural Products Insider in January 2020. He has more than two decades of experience as a working journalist, previously as an editor and reporter at a daily newspaper and also as a B2B journalist in the telecommunications and home security industries. Currently he serves as managing editor for Natural Products Insider and Food & Beverage Insider.



Jen Kieffer

Jen Kieffer is a copy editor for the SupplySide content marketing team at Informa Markets. She is a communications and marketing professional with a passion for words and helping businesses connect with people in a variety of ways. Kieffer has more than 25 years of experience as a writer, editor and marketer in a wide variety of fields, including higher education, health care, farm equipment manufacturing and electrical/industrial supply distribution.

Josh Long

Josh Long has been a journalist since 1997, holds a J.D. from the University of Wyoming College of Law, and was admitted to practice law in Colorado in 2008. As associate editorial director, Long oversees columns, news and feature stories on the website of Natural Products Insider.

Karen Raterman

Karen Raterman is a natural products industry veteran, getting involved more than two decades ago, right after the passage of DSHEA (Dietary Supplement Health and Education Act of 1994). In her current role as associate director, content marketing, she specializes in custom and content marketing strategies for industry suppliers on Natural Products Insider, Food & Beverage Insider and for SupplySide Network events. Raterman has covered the industry from an editorial perspective and served in management and on staff for New Hope publications and events. She has also worked as a contributing writer to HerbalGram, New Nutrition Business and Nutrition Business Journal and as a content creator and consultant for industry brands, suppliers and associations.

Continued on pg. 28



Company: Bright Pharma Caps Inc.

Contact: Tess Barr

Title: President

Website: brightpharmacaps.com

SSW Booth #: 7249

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

We offer the world's first organic-certified two-piece hardshell capsule. For the first time, customers can use the USDA Organic seal on an encapsulated product. We also offer the best gastric-acid-release capsule on the market.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

We work directly with purchasing agents, as well as owners and product development teams. We offer expert technical assistance in developing new and innovative products for any of our customers' needs.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

The rapid increase in sales of organic products has been key to our growth. We have continually expanded our raw material sources and manufacturing capacity for producing our products.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

They can expect to speak with the co-owner and knowledgeable sales staff. Samples will also be on display for review.

World of Innovative Vegetable Capsules



Bright-Poly NOP Organic Capsules

Out of our strong commitment to the natural, Organic movement, we made it our prime directive to manufacture the World's first NOP Organic pullulan vegetable capsules that would for the first time allow full NOP Organic claims for encapsulated products, something that had been missing for decades.



Bright GAR Snap-Enteric Capsules

GAR, Gastric Acid Resistant, snap-enteric type capsule alluded capsule manufacturers for almost half a century due to the limitation of raw materials and manufacturing difficulties. We overcame these obstacles by selecting the best raw materials and building our own manufacturing machinery. We can now offer our customers truly pH sensitive, gastric acid resistant and snap-enteric capsules that can deliver directly to the upper intestine.

Bright Pharma Caps
Visit us at Booth 7249

Director of Sales: Patrik Barr
patrik@brightpharmacaps.com
541-386-8814



Continued from pg. 25

Natalia Franca Rocha

Natalia Franca Rocha serves as a senior content producer for Informa Markets' Food EMEA group, focusing on the Vitafoods brand, nutraceuticals, and the health and nutrition industries. She has developed and been a presenter at events, including Vitafoods Europe, Vitafoods Asia, Vitafoods Insights Virtual Expo Asia and Europe, and Fi Europe. Other editorial experience includes Vitafoods Insights offerings ranging from podcasts to articles to industry reports, thematic panel video discussions, and live monthly webinars. Franca Rocha holds a bachelor's degree in biochemistry from the U.K.'s University of St Andrews and a master's in prosperity, innovation and entrepreneurship from University College London.



Franca Rocha

Todd Runestad

Todd Runestad has been writing on nutrition science news since 1997, and currently serves as the content director for naturalproductsinsider.com and the brand's digital magazines. Previously he worked as the supplements editor for Delicious Living, newhope.com and Natural Foods Merchandiser. He was also the editor in chief of Functional Ingredients magazine and still enjoys covering raw material innovations and ingredient science.



Runestad

Fran Schoenwetter

A strategic communications specialist, Fran Schoenwetter has served the natural products industry with commitment and passion for decades. Her present role as content marketing director, supply, is a synergy of academic communications credentials and vast market-facing experience in natural products retail, wholesale, brand management and product formulation. Schoenwetter produces content that informs, engages and provokes new thinking in a world of shifting paradigms, all while optimizing audience engagement. Her forward-thinking content programs have been prestigiously recognized by Folio:, including top honors, best B2B content marketing.



Schoenwetter



White

Hank Schultz

Hank Schultz is senior editor of Natural Products Insider. He is an experienced journalist with a long career in daily newspapers followed by more than a decade in the natural products industry. When he's not in front of a computer, Schultz can be found on a bicycle, a mountain trail, the gym or at the helm of a sailboat.



Schultz

Sonja Thompson

Sonja Thompson is the community content manager for SupplySide 365. Her editorial expertise includes creating and collaborating on content in various formats, from articles to video and podcasts across the social media landscape. She is passionate about diversity, equity, accessibility, inclusion and innovative technology that's designed to help people and the planet.



Thompson

Audarshia Townsend

A lifelong Chicagoan, Audarshia Townsend is a veteran food and beverage journalist who serves as the content director for Food & Beverage Insider. She also appears regularly on local and national media outlets to discuss food and beverage trends. When Townsend's not on the eats beat, she's an avid yogi and meditation practitioner.



Townsend

Amanda White

Amanda White serves as the conference content manager for SupplySide at Informa Markets, where she curates and oversees engaging conference content, cultivating meaningful connections within the industry and facilitating knowledge-sharing among industry professionals. With over 13 years of experience in the natural products industry, her expertise in marketing has been honed through her tenure at a reputable supplement company. During her time there, White played a pivotal role in driving brand awareness and promoting health and wellness products to a wide audience. She graduated with honors cum laude from Michigan's Northwood University, where she double majored in marketing and business management. ■



Company: Chinova Bioworks

Contact: Julia Boyd

Title: Marketing Manager

Website: chinovabioworks.com

SSW Booth #: 1751

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Chinova Bioworks is a Canadian food-tech company founded in 2016 to revolutionize the food and beverage industry with natural, sustainable ingredients derived from white button mushrooms. The company's signature ingredient, Chiber™, helps manufacturers reduce food waste by improving product quality, freshness and shelf life while providing broad-spectrum protection. Chinova's clean-label technology reduces reliance on artificial ingredients.

This year, the company introduced MycoKleer™, an advanced fining agent that targets the quick removal of unwanted particles from beverages. A cutting-edge solution for brewers and beverage manufacturers, MycoKleer is a vegan, all-natural processing aid for achieving beverage clarification. It's self-affirmed GRAS (generally recognized as safe), certified kosher and halal, and non-GMO and organic compliant.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Our 35 forward-thinking employees seek out what's new and solve challenging food protection problems.

Our state-of-the-art labs cater to the microbial challenges faced by a range of manufacturers in the food industry. Our robust culture collection of microorganisms ensures our challenge testing contains organisms causing the most quality issues for our customers and shows Chiber's effectiveness at preventing food spoilage.

We actively listen to our client's needs first-hand as this is our best avenue for retaining insightful knowledge. This perspective allows us to look inside the upcoming trends as they are happening.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

This year the company was a finalist in the Food Waste Reduction Challenge, developed by the Agriculture and Agri-Food Canada Department.

Chinova Bioworks continues to minimize wastefulness across the food supply chain. We collaborate with mushroom farmers to upcycle white button mushroom stems into valuable ingredients such as Chiber and MycoKleer.

Manufacturers using Chiber improve finished product quality, freshness and shelf life. Distributors with longer-lasting finished products can now reach more remote areas and increase food security. Retailers decrease spoilage with products containing Chiber, enabling brands to provide natural, healthy, clean-label products that reduce food waste.

Each kilogram of Chiber sold reduces emissions equivalent to charging 5,474 cell phones or driving 182 kilometers in a car.

In the next five years, the company aims to have a strong impact on minimizing the industrial footprint and making sustainable, eco-friendly, transparent ingredients. We will extend market reach, invest in research and develop new natural ingredients from mushrooms and other plant materials.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

With its natural preservation properties, Chiber enhances product quality, freshness and shelf life by protecting against spoilage microorganisms. Allergen-free Chiber doesn't affect product taste, texture or appearance. Approved for use in more than 70 countries, it is certified vegan, kosher and halal and is organic and non-GMO compliant.

Derived from upcycled white button mushrooms, MycoKleer is a fast-acting natural solution that removes yeasts, tannins, proteins and other unwanted particles to clarify beverages. Plus, it expedites or eliminates cold crashing, filtration and centrifugation during manufacturing.

OUR SOLUTION

Chiber™ Natural Antimicrobial

Taking Freshness Further

Clean-Label Mushroom Extract

Natural Shelf-Life Extender

Sustainable Ingredients

Application Includes:



SupplySide
WEST

Fi North America

Booth
1751



chinovabioworks.com
info@chinovabioworks.com



Sustainability is always hot at SupplySide West

by Marisa Finnegan, CEM

The SupplySide events team embraces and is fueled by Informa Market's FasterForward initiative to becoming a zero waste and net zero carbon business. We've been very busy and are incredibly proud to introduce several new sustainability initiatives for SupplySide West 2023! We will continue to lead by example, striving to make an impact environmentally, socially and economically. Our goal is to create a responsible space and work in partnership together with our markets so that we can improve and inspire the sustainable development of the industries that we serve.

NEW in 2023:

Social impact

- SupplySide West hosts an event in partnership with The Diversity Org, a nonprofit organization whose mission is to teach underrepresented and minority students about how to obtain high-income and corporate careers. We will invite 100 to 175 students from a local Las Vegas high school, teach them about the industry and how to obtain careers, plus take them on a tour of the Expo Hall and to meet with exhibitors. The students will receive complimentary admission to the show, along with lunch.

- SupplySide West partners with Black Women in Food, providing complimentary passes, air travel and hotel accommodations for three participants. The Black Women in Food Initiative identifies, amplifies and supports Black women in the food and beverage industry to advance their work and contribute to a more equitable and sustainable food system.

- SupplySide West partners with Naturally Network to invite and host participants in the Minority Owned (M/O) Fellowship, a 12-week program built to support and advocate for racially and ethnically underrepresented, early-stage founders in the natural and organic CPG industry. SupplySide will provide a complimentary booth and booth build out for Naturally Network, as well as complimentary passes, air travel and hotel accommodations for 15 participants in the M/O Fellowship. (Note: This is not a new program, but we've increased our partnership from 10 participants in 2022 to 15 in 2023.)

Environmental impact

- The Better Stands program aims to unite and encourage exhibitors—along with their appointed contractors—to move away from disposable, single-use stands at events in favor of reusable or recyclable structures. Single-use stands are typically sent to a landfill

post-event. Instead of this, we encourage our exhibitors to partner with our general service contractor, GES, or their exhibitor appointed contractor to produce a beautiful stand that can be reused for many trade shows.

Economic impact

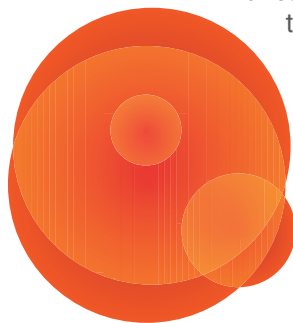
- We'll be conducting an economic impact assessment to understand the effect our event has on the local community.

Ongoing achievements:

- SupplySide West remains committed to minimizing our event's carbon footprint. Each year, we continue to reduce our greenhouse gas emissions as much as possible through energy efficiency, waste reduction, smart travel and procurement choices. We continue in the pursuit to be certified carbon neutral, and are focused on finding robust ways to partner with our attendees to help them compensate for the carbon emissions from their travel.

Over the past five years, we've focused on:

- Moving to 100% renewable electricity.
- Reducing local transport emissions for visitors.
- Choosing procurement options with lower carbon footprint.
- Reducing logistics and materials emissions through projects such as carpet elimination in favor of investing in decorative plants which are then donated to the city of Las Vegas.
- Working with exhibitors to eliminate single-use exhibition booths.
- Offsetting the carbon footprint of our staff travel and hotels with high-quality, third-party-certified carbon offsets.
- Ensuring the show provides the highest possible return on investment (ROI) for visitors and exhibitors so they make the most of their travel to the show.
- SupplySide West is, once again, powered by 100% renewable electricity.



Continued on pg. 34



Company: Colorcon
Contact: Casey Lang
Title: Marketing Communications Manager
Website: colorcon.com
SSW Booth #: 3071 and 5937

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Our recent launch of cutting-edge Nutracore™ label-friendly excipients caters to the requirements of nutraceutical and supplement producers. This groundbreaking collection includes lubricants and a filler for tablets and capsules designed to meet unique technical and commercial needs.

Additionally, an upcoming Starch 1500® partially pregelatinized maize starch packaging change from drums to pouches will support health and safety through improved worker handling and the opportunity for operational improvements, lasting product integrity and reduced environmental impact.

Lastly, through a recent acquisition, we have expanded our platform of stability and moisture management solutions, from core to coatings to in-package offerings. This portfolio extension allows us to provide high-quality, controlled-atmosphere packaging specifically designed to protect products from moisture and oxygen. We invite you to be among the first to see our health care packaging product additions at booth #5937.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Colorcon's mission to improve health and wellness through convenience, compliance and safety is the driving force behind our continuous monitoring of market trends and customer needs. This is achieved through active engagement with our global teams, customer discussions and participation in industry events. Noteworthy examples include our heightened emphasis on well-being since the beginning of the pandemic and our product developments in response to evolving titanium dioxide regulations. As a global supplier with 16 production facilities, our ability to promptly address customer and market demands sets us apart in the industry, no matter the location.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

Over the next few years, we plan to increase our focus on the nutritional supplement market. We aim to enhance our offerings and address our customers' needs by leveraging our own innovative solutions and exploring potential acquisitions. We believe that our company is well equipped to swiftly adjust to evolving demands and address the challenges faced by end users.

Today's consumers are interested in the quality and origin of ingredients, demonstrating an increased awareness of what they consume. This has steered trends toward clean-label ingredients. There is also a rising demand for personalized solutions that accommodate individuals' unique needs. As a supplier, we are dedicated to supporting our customers with these changing trends and helping them meet demands.

Sustainability remains a significant focus for us, with attention on minimizing environmental impact and carbon emissions. Monitoring and reducing our ecological footprint is an important driver in our efforts to prioritize local and ethical sourcing.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Colorcon welcomes visitors who are interested in exploring our range of label-friendly options to stop by booth #3071. See our new Nutracore label-friendly excipients and experience the beauty of our Nutrafinish® titanium dioxide-free film coatings. Our technical experts look forward to discussing development capabilities and sharing insights on how we can help speed your product to market.

Make label friendly tablets and capsules that your customers will love!



Start with the core

Thanks to the superior powder flow and compressibility of Nutracore™ Label Friendly Filler and Lubricant, Colorcon makes it simpler than ever to make great tablets.

New Excipient

Lubricant
Overcome over blending and ease tablet ejection – meet consumer needs without performance compromise

Filler
Superior powder flow and compressibility – Colorcon makes it simpler than ever to make great products



TiO₂ Free Coating
Dietary Supplement Coating
Productivity enhancement, moisture protection, improved stability, plus a glossy finish



Finish with the coating

Specifically designed using label friendly ingredients to add consumer appeal for nutritional, herbal and dietary supplement products regulated as foods. Nutrafinish® coatings can be formulated to exclude use of TiO₂ and still provide an elegant, attractive finish for your product.

Continued from pg. 31

- Aisle carpet has, once again, been removed from the exhibit halls.
- We will be lining the aisles with trees and benches. Post-show, we donate the trees to Las Vegas Tree Initiative; the city plans to plant more than 60,000 trees over the next 30 years to provide shade and bring temperatures down in areas most affected by urban heat.
- SupplySide West partners with Terracycle to repurpose show lanyards and badges into new products.
- SupplySide partners with Vitamin Angels, a nonprofit organization that provides lifesaving vitamins to mothers

and children at risk of malnutrition. At SupplySide West, we provide them with a complimentary booth and booth furnishings. Informa Markets donates \$25,000 to Vitamin Angels annually.

- Mother's Rooms are accessible and available throughout the event for nursing parents.
- SupplySide supports the Naturally Proud Network and the SupplySide West educational program intentionally features diverse speakers in terms of ethnicity, role in the industry, age, industry experience and background. ■

Women In Nutraceuticals (WIN)

by Heather Granato

Imagine a nutraceutical industry where gender parity exists at the product development bench, with a diverse team bringing their own personal and professional experiences and insights to develop unique solutions for myriad health issues. Or where the leadership team and workforce are reflective of the broader health and nutrition community, offering new perspectives that accelerate industry growth, ultimately enhancing consumer well-being. This is the future envisioned by Women In Nutraceuticals (WIN), a global nonprofit founded in early 2022. However, this is not a "women's organization." Men are not only welcome, but encouraged to be a part of the group. Only together can we bring more women into senior leadership, gain funding for women-led and -owned businesses, and see more women in science and research in female populations.

SupplySide West is a Founding Platinum Sponsor of WIN, and is collaborating with the organization to showcase opportunities for involvement. Consider dropping by the Gender Equity in Nutraceuticals Networking Reception on Tuesday, Oct. 24; open to all event attendees, the reception will take place in the Bayside Foyer from 5:30 to 7:30 p.m. RSVP to info@womeninnutraceuticals.org for a free drink ticket, and then take time to meet with the WIN board, network with industry professionals committed to gender equity, and learn more about how you can get involved. WIN is also taking part in the Tuesday afternoon workshop "Modern Challenges in Clinical Trials," focusing on the importance of gender-balanced study populations and research teams; will share insights on the power of building inclusive communities in a Wednesday afternoon session on the SupplySide Stage; and founding president Heather Granato will join Jon Benninger in the SupplySide Studio on Thursday to talk about how our industry can #WINtogether to build a better world.



Company: dsm-firmenich

Contact: Chris Kalodis

Title: Marketing Manager, Dietary Supplements

Website: seathedifference.dsm.com

SSW Booth #: 4764

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Our innovative work with algal-based omega-3s has led to the development of our expanded and enhanced life's[®]OMEGA portfolio, the first and only commercially available plant-based omega-3 oil that delivers the health benefits of EPA and DHA from a single source. Our continued commitment includes significant capital investment to expand capacity to supply double the current global demand for life's[®]OMEGA products. We will also advance our manufacturing processes to deliver superior production efficiencies and attractive economics to support market expansion.

As a result, brands can look to life's[®]OMEGA and develop food, beverage and dietary supplement products that meet a wide range of health benefits and appeal to a new generation of omega-3 consumers, all without impacting the marine ecosystem.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

At dsm-firmenich, we constantly monitor industry trends and focus on market needs. For example, our expanded and enhanced life's[®]OMEGA portfolio is sourced with scalability in mind, fulfilling nutritional needs while positively impacting the global environment. Other algae products are often grown in open ponds located on arid land, exposing the algae to potential contaminants in the air, water and ground. life's[®]OMEGA is fermented from natural, non-GMO algae in a proprietary, completely closed indoor process, with multiple production locations ensuring a consistent and reliable supply.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

As the demand for omega-3 fatty acids grows, so will the demand for sustainable sources. At dsm-firmenich, we will continue to chart a course back to greater harmony with the Earth's ecosystem. This catalyst for innovation will continue to bring exciting and unique new products within our life's[™] portfolio of plant-based omega-3 products while also preserving marine life and ecological biodiversity and providing a more sustainable solution for global health and nutrition.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Our most exciting news this year will be the launch of life's[®]OMEGA O3020DS, the first and only single-source algal omega-3 with the same EPA/DHA ratio naturally found in fish oil but at twice the potency.

We encourage visitors to stop by our booth and discover life's[®]OMEGA's potential to transform the existing fish-based omega-3 market by offering consumers the same levels of EPA and DHA as in common fish oils, but from a sustainable and reliable algal-based source. It takes more than ingredients to unlock innovation in the plant-based omega-3 market; it takes an end-to-end partner to support every stage of your product development process, from concept to consumer.

A photograph of a man performing a backflip in the ocean. He is upside down, with his head near the water and his feet pointing towards the top of the frame. The water is a vibrant blue, and the sky is a clear, light blue. The man's skin is wet and glistening. In the top right corner, the text 'dsm-firmenich' is written in white, followed by three white circles of varying sizes.

dsm-firmenich ●●●

**We bring
progress to life**

SupplySide West 2023

Oct 23 – Oct 27

Booth #4764

Two large, overlapping light blue circles are positioned at the bottom of the page, partially overlapping the water. They are decorative elements that frame the bottom of the text area.



Company: Epax Norway AS
Contact: Sarah Christianslund
Title: Product Marketing Manager
Website: epax.com
SSW Booth #: 4043

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

With a history dating back to 1838, innovation is in our DNA. At SupplySide West 2022, Epax launched a new product range—Epax® NovusLipid—the result of a concerted effort to research the potential of marine fatty acids beyond the omega-3 category. Our first launch from the category was EPAX® Cetoleic 10, an omega-9/omega-11 product designed for the beauty-from-within market. Since then, we have created a concentrated version, EPAX® Cetoleic 30, and launched it in Europe and Asia. North America will follow shortly.

For SupplySide West 2023, we're taking it back to our roots with the launch of EPAX® 4832 TGN, which offers the well-known 3:2 ratio of EPA:DHA in an ultraconcentrated version. EPAX 4832 TGN is produced at our FDA-inspected Norwegian facility and contains a minimum of 480 mg per gram EPA and 320 mg per gram DHA, adding up to a minimum of 860 mg per gram total omega-3. Further, it contains a minimum of 90% rTG and has excellent organoleptic properties, all part of the Epax quality and purity guarantee.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Our main focus is to provide our customers with the tools they need to be successful in the marketplace—their success is our success. We specialize in marine ingredients and thus have an excellent view of the developments in this market. We use these insights to have a close dialogue with our customers to understand how we can best support them.

In addition to the never-ending need for product innovation, there has been a sharp increase in supply chain transparency and content production requests over the years, especially with the rise of e-commerce. One of the actions we've taken to address this is to trademark our unique distillation technology, EQP+ Tech. This enables our customers to share a more detailed description of the process leading up to the finished consumer product with their customers.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

Our 185-year history in marine ingredients has taught us to always focus on supply chain and sustainable practices, making it possible to both protect the planet for future generations and ensure predictable supply to customers. In addition, we are working actively to broaden our product portfolio with innovative marine ingredients such as omega-11 and very long-chain polyunsaturated fatty acids (VLC-PUFAs) while also continuing to innovate within the EPA and DHA omega-3 category.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

In addition to exploring our standard product range of premium-quality, highly concentrated EPA and DHA oils, we hope visitors will stop by to learn more about our newly launched ESG report and how we've succeeded in reaching a circularity of 96.7%. This compares to an average circularity of 7.2% for the global economy, according to Circle Economy, an impact organization dedicated to circular economy.



Oceans of possibilities

A world leader in marine
Omega-3 concentrates

Meet us at:

Booth 4043

epax.com

A part of  **PELAGIA™**

CONFERENCE VENUE

Mandalay Bay Convention Center renovated and ready for business

by Marisa Finnegan, CEM

The 2.1-million-square-foot Mandalay Bay Convention Center is among the largest convention facilities in the U.S., which makes the recent completion of a phase of its \$100 million renovation no small feat. SupplySide West's event space underwent a full facelift, resulting in a more modern look and feel, with a fresh new design and significant technology upgrades. The latter ethernet work includes boosts in data speeds and transmission capacity, among other improvements.

Level 1 (the Bayside area where our Expo Hall is located) was partially renovated during the event in 2022. That work has since been completed. Additionally, the Lower Level (North Convention Center) renovation is also complete—this is where our education program takes place.

In an MGM Resorts press release, the design is touted as “white-washed walls and ceilings and bold floral patterns featuring cerulean and coral tones ... accentuated by warm walnut accent walls, providing a refreshing, tropical landscape for a meetings experience only Mandalay Bay can offer.”

The renovation includes:

- New carpet/flooring.
- New paint.
- New light fixtures/brighter lighting.
- New furniture (seating nooks).
- New airwalls in Lower Level.
- Contemporary artwork on walls.
- New dynamic digital walls, flexible display units and other digital opportunities—utilizing these supports our sustainability efforts, as it will enable us to print less directional signage.
- A charging area in the Lower Level where people can sit down, work and charge their devices.



- Water refill stations built into the walls; this also supports sustainability, as it promotes health and well-being and makes it easier for people to refill reusable water bottles vs. purchasing single-use plastic bottles.
- Bathrooms completely redone (and they look beautiful!).
- The Bayside Convention Space (where our Expo Hall is located) was refreshed with new paint, covered pillars and relocated strobe lights.

While the main spaces of the SupplySide West conference have been completed, the entire project is expected to wrap around mid-2024. The final stages of renovation will impact outlying public space, such as that by the Shark Reef Aquarium attraction.

Monday, Oct. 23, 2023

Before SupplySide West kicks off its comprehensive education, exhibit hall and networking offerings, early birds seeking knowledge about the regulatory landscape can take advantage of the first of two days of NSF training.

NSF GMP & Regulatory Compliance Training Program

8:00 a.m. to 5:00 p.m., South Pacific Ballrooms A, B, C, D

by Duffy Hayes

Compliance and quality are essential for the long-term success of dietary supplement companies. Ensuring that your team understands all applicable regulations and best practices—and is able to implement them—can aid your company in delivering high-quality products that meet the demands of your customers.

The SupplySide West team has for many years partnered with NSF (National Science Foundation) to offer show attendees an intensive deep dive over two days to get companies big and

small up to speed on critical GMP (good manufacturing practice) training. The opportunity offers some of the most in-depth training available on these topics.

The program covers a wide range of vital topics, such as GMPs, dietary supplement claims, vendor qualification and auditing, label compliance and more.

Today's courses include:

- **21 CFR 111 dietary supplement GMP overview – Part 1** (South Pacific Ballroom A)
- **FDA inspection readiness for dietary supplements** (South Pacific Ballroom B)
- **Dietary supplement claim substantiation** (South Pacific Ballroom C)
- **ISO 22716 GMPs for cosmetics and personal care professionals** (South Pacific Ballroom D)

This program is produced by NSF. ■

Tuesday, Oct. 24, 2023

On Tuesday, education is the name of the game. Many learning and networking opportunities are available, and separate registration is required for all but one reception, as noted.

NSF GMP & Regulatory Compliance Training Program

8:00 a.m. to 5:00 p.m., South Pacific Ballrooms A, B, C
by Duffy Hayes

Continuing for its second day is the NSF GMP & Regulatory Compliance Training Program. Investing in your team's ability to deliver quality, compliant products is one of the most important commitments you can make for the long run. Strengthen your company's core foundations by signing up for this essential training. **Today's courses include:**

- **21 CFR 111 dietary supplement GMP overview – Part 2** (South Pacific Ballroom A)
- **Root cause analysis—investigative and justification writing** (South Pacific Ballroom B)
- **Dietary supplement label compliance** (South Pacific Ballroom C)

This program is produced by NSF.

NCN Ingredient Technology Investor Meeting

8:00 a.m. to 5:30 p.m., South Pacific Ballroom E
by Josh Long

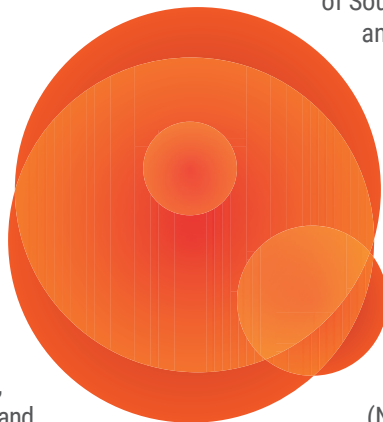
Dedicated to ingredients and technology in the nutrition industry, Nutrition Capital Network's Ingredient Technology Investor event—co-located with SupplySide West—unites strategic partners and investors with the emerging technologies, innovative ingredients, and the entrepreneurs and management teams behind them.

Companies in nutritional ingredients, science and technology will present business plans to an audience of investors, followed by one-on-one meetings to discuss investment and partnering needs.

For more than a decade, this annual event has helped innovative ingredient and nutrition technology companies connect with investors and strategic partners. In fact, some of today's most successful companies and ingredients got their legs here.

Hundreds of investments, acquisitions and partnerships have originated via NCN, and this gathering plays a key role in our market by accelerating innovation through curated partnerships and investments.

This meeting is produced by Nutrition Capital Network.



Healthy aging: The changing landscape of long-term health

9:00 a.m. to 12:00 p.m., Islander Ballroom C
by Todd Runestad

Aging is not a disease, so FDA does not approve any drugs to address the inevitable. Aging gracefully is perhaps the entire raison d'être for the supplements industry. Yes, people want to continue living active lifestyles, and seek supplements for comfort and continued performance in bones and joints and vision and cognition.

Also, a ton of innovation and excitement surrounds extending not just health span but also life span. World-renowned researchers will reveal the latest findings in anti-aging science.

This includes Hariom Yadav, Ph.D., associate professor of neurosurgery and brain repair director at the University of South Florida Center for Microbiome Research and the school's Microbiomes Institute. He has been studying the effect of probiotics and postbiotics on the gut-brain axis and so-called inflammaging—age-related inflammation that can affect everything from cognitive decline to blood-sugar control, and leaky gut syndrome to actual life extension.

Yadav's work, which has resulted in a number of new publications in the scientific and medical literature, has attracted the attention of the National Institutes of Health (NIH), Department of Defense (DOD), and National Science Foundation (NSF).

Greg Macpherson at SRW Laboratories is conducting groundbreaking work on aging from multiple angles—not just trendy gene and epigenome work but also areas like telomeres, methylation and oxidative stress.

"Longevity is absolutely the space if you want to stay relevant in the next 10 years," Macpherson said. "SRW hits aging from nine different directions, and we have the resources to run the trials."

Other speakers will look at protein's role in the aging body, supporting women and children through their life spans via supplementation, ingredients that influence markers of aging, and a comprehensive market assessment by the big brains at Nutrition Business Journal (NBJ).

This session is underwritten by AAK.

Continued on pg. 45



Company: Euromed USA
Contact: Chris Tower
Title: General Manager Euromed USA
Website: www.euromedgroup.com
SSW Booth #: 6023

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Recent extraction trends have led Euromed to focus on greener alternatives to traditional solvents, such as chromatographic, membrane filtration and supercritical fluid extraction. Our proprietary Pure-Hydro Process[®] has redefined water extraction technology, yielding extracts that are natural, bioavailable, solvent-free and environmentally friendly. This approach, applied to our Mediterranean Fruit and Vegetable Extracts[™], offers safer, more sustainable options for supplements and foods.

A human pharmacokinetic study investigating our proprietary lemon extract, Wellemon[®], obtained through this method, received the Best Paper Award 2023 from the peer-reviewed journal Antioxidants. This extract, standardized to eriocitrin, shows high bioavailability compared to similar compounds, thanks to eriocitrin's superior water solubility, enhanced by our process.

Earth Harmony Organic Extracts[®], launched in 2020, meets growing demand for certified-organic supplements. Compliant with E.U. and U.S. organic standards, these extracts offer traceability and environmental sustainability.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

We follow industry trends and anticipate market needs, focusing on consumers' growing demands for transparency, safety, quality and sustainability. We employ eco-friendly extraction processes and use sustainably sourced ingredients while minimizing waste. We adhere to good manufacturing practices (GMPs) and provide full transparency about sourcing and production. We prioritize safety, efficacy and compliance by conducting thorough research, publishing in peer-reviewed journals, using standardized methods, and collaborating with academic researchers, regulatory experts and our global customers.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

Euromed integrates sustainability throughout our operations, focusing on renewable resources and ethical practices. We work directly with local communities on sustainable harvesting, conducting regular audits and ensuring adherence to stringent regulations. Pursuing a circular economy, we renewed our water plant for efficiency and upcycle by-products into valuable resources such as biogas, animal feed and natural-based dyes.

We also emphasize product quality with extensive laboratory testing and international regulations compliance. With prestigious certifications like ISO 14001 and Sedex, and the launch of Earth Harmony Organic Extracts[®], Euromed plans to offer more organic products to meet demand, aligning with our sustainability commitment.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors can explore our full range of offerings, including our organic-certified and Mediterranean Fruit and Vegetable Extracts[™] lines. We'll feature our award-winning Wellemon[®] extract and Pomanox[®] pomegranate fruit extract, with over 15 years of R&D, and groundbreaking new products like Spisar[®] spinach extract.

Through interactive displays, visitors can explore our sourcing, sustainability and manufacturing practices. Our scientists and marketing and regulatory experts can discuss our extraction methods, quality control, regulatory compliance, scientific research or potential collaboration. We'll also showcase the latest science in "From Farm to Function: Mediterranean Botanical Extracts for Active Nutrition" Thursday, October 26th 12:00-12:30 at The Supplier Presentation Theater Booth #3677.

• Author: Andrea Zangara Head of Scientific Communication and Medical Affairs

1 Avila-Galvez M. et al. (2021): New Insights into the Metabolism of the Flavanones Eriocitrin and Hesperidin: A Comparative Human Pharmacokinetic Study. Antioxidants 2021, 10, 435. <https://doi.org/10.3390/antiox1003043>

Solutions for Healthy Aging, Beauty, and Well-Being

pomanox®

Pomegranate fruit extract
*Healthy aging
Skin and hair beauty*

Mediteanox®

Olive fruit extract
Powerful antioxidant

GRAS

Spisar®

Spinach leaf extract
*Muscle maintenance
Sports nutrition*

Pure-Hydro®
PROCESS

ABA life®

Fig fruit extract
Natural glucose balance

GRAS

Cynamed®

Artichoke bud extract
*Digestive and
microbiome health*

Wellemon®

Lemon fruit extract
*Naturally bioavailable
flavonoids*



Booth #6023

www.euromedgroup.com

Standardized Botanical Extracts Since 1971





Company: EverGrain by AB InBev

Contact: Jacqueline.hochreiter@everingredients.com

Title: Head of Marketing/Sustainability

Website: www.evergrainingredients.com

SSW Booth #: 1378

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new/innovative things your company has accomplished in the past 2-3 years that have impacted or will impact our industry?

EverGrain built capabilities, expertise and a world-class team of innovators over ten years to create a protein ingredient that was not only sustainable, scalable and cost effective, but also showcased superior functionality and nutritional properties. EverPro was deliberately created to meet the growing needs of active consumers who are looking to enhance athletic performance and long-term health through plant forward eating. Though plant-based, EverPro is as soluble as dairy protein and proven to be one of the most highly digestible proteins available today, supporting muscle recovery and growth.

This year alone, we:

- Launched EverPro® Clear, a groundbreaking plant-based protein more suitable for clear and light-colored beverages that solves some of the biggest challenges in the high-growth clear protein category
- Received strong results on two clinical trials studying both consumer taste preferences and protein digestibility
- Launched a partnership with AI business, PIPA, accelerating our learnings on EverPro's potential
- Won NutraIngredient's Sports Nutrition Ingredient of the Year, where judges remarked "[t]his is a future gamechanger in the protein space, due to its solubility, nutrition and sustainability attributes".

About EverPro:

- Contains all nine essential amino acids needed for muscle build and recovery
- Easily delivers up to 30g protein per serving
- Is 100% soluble (compared to 22% and 52% for pea and soy isolates, respectively)
- Is among the most digestible proteins on the market and very quickly absorbed
- Has very low viscosity, which results in a smooth texture (i.e. not gritty/chalky compared to other proteins)
- Has a mild to neutral taste preferred 10-1 by consumers

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

EverGrain is a venture within a large CPG, allowing teams to get 'the best of both worlds':

- Access to some of the world's best data on product innovation and consumer spend

- Creation of agile learning plans including real consumer interviews & scrappy concept tests
- Co-created marketing plans with our strategic partners and customers, driving collaboration

EverGrain's marketing and innovation teams bring all this data together, using it as the basis of product and category road maps. This is how we took EverPro Clear from idea to reality in less than 12 months. Our team is working hard to create an acid-stable version of EverPro Clear next – though this is still very much in the research and development phase.

3. What do the next 5-10 years look like for your company? What changes in the market, supply chain challenges or sustainability concerns are you preparing for?

Plant based eating is on the rise in the United States as more consumers are concerned about the environment, animal welfare and their overall well-being. The plant-based market increased 17% in sales this last year, according to The Good Food Institute. Knowing all this, we built the technology, production capabilities, and a best-in-class R&D team to upcycle our barley into a plentiful, sustainable supply of industry-leading, nutritious ingredients.

Now, as the only plant-based protein at scale that meets consumer expectations around taste, nutrition, and sustainability in beverage, EverPro is set to shake up the Sports Nutrition, Hydration, Energy, Coffee, Infant Formula and Elderly Nutrition categories over the next 5-10 years.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

We will be creating several opportunities for SSW-goers to experience the world's first and only upcycled barley protein. EverPro is a nutrient-rich, climate positive ingredient that delivers up to 30g of protein, is entirely soluble in almost any liquid, and is scientifically shown to have better absorption and digestibility than pea and soy. Learn more about our R&D process, clinical studies and product innovation at our booth #1378, where you can:

- Taste EverPro samples demonstrating proven nutrition claim areas
- Explore potential applications for Everpro
- Uncover new research that shows the potential for EverPro to set a new gold standard in protein formulation
- Book 1:1 time with our CEO and R&D team

We look forward to connecting with you at SSW.

BARLEY: THE PROTEIN YOU NEVER SAW COMING



The Power of Plant-Based Performance:

Low viscosity
perfect for
sports drinks

Fast
absorption
and digestion

Consumers
prefer the taste
of EverPro 10-1

The most
sustainable
protein source
on the market

Visit us at Supply Side West, Booth 1378.

For more information, resources and sources, visit evergrainredients.com.
© 2023 EverGrain by AB InBev. All rights reserved.



Continued from pg. 40

The formulation and regulation of plant-based food and beverage products (FiNA)

9:00 a.m. to 12:00 p.m., Islander Ballroom E

by Heather Carter

The plant-based food market is booming, but it's not all smooth sailing. In this session, you'll learn about the regulatory landscape, formulation opportunities and new technologies driving this ever-growing category. FDA's recent draft guidance on the labeling of plant-based milk is just one example of the regulatory hurdles that companies face, which Justin Prochnow, shareholder at Greenberg Traurig LLP, will discuss in-depth. However, opportunities also exist to innovate and create new and exciting plant-based products. Gain some industry insight from market research professional Julie Johnson, president of HealthFocus International, as well as invaluable knowledge and advice from a panel of experts developing alt-dairy and alt-meat products. Panelists include Esu Obu, independent consultant; Laura Cuñer DuBois, founder and CEO of Avafina Organics; Shell Van Cleve, co-founder and CIO of The Plant Based Seafood Co.; and Nick Toriello, Ph.D., VP and head of partnerships at The EVERY Co. Learn more about how to formulate plant-based products that taste great and meet consumer expectations, the latest technologies that are making these foods more accessible and affordable—and everything in between.

This session is underwritten by AAK and produced in partnership with Food Ingredients North America.

Supplements 101: Fundamentals for a successful journey

9:00 a.m. to 12:00 p.m., Islander Ballroom H

by Karen Butler

Whenever we onboard someone new to the SupplySide team, we quickly become aware of how many acronyms we use—and how much internal industry knowledge is tied to them. DSHEA, GRAS, GMP, NDI, AER, FDA, FTC, CRN, ODSP, MPL ... and that's just on a Monday! Being new to the industry is hard enough without also having to figure out how to decode it.

Six longtime health and nutrition professionals (most with a natural bent toward science and quality) are coming to the rescue. Tasked with sharing the fundamentals in key pillars of the industry, this group will also draw from their vast personal experience as they field audience questions when the session culminates in a full-panel Q&A.

Andrea Wong, Ph.D., SVP of scientific & regulatory affairs at CRN (Council for Responsible Nutrition), kicks things off with an overview of all things regulatory. She'll tackle a lot of the acronym soup, shedding light on topics ranging claims to

governance of dietary supplement ingredients. Consultant Joy Joseph follows with insight about contract manufacturing and what brand owners should look for (and get in writing) when selecting a manufacturing partner. Formulation guru Blake Ebersole will delve into product development with an emphasis on ingredients and safety. Continuing with themes of supply chain, quality and testing is NOW Foods' Katie Banaszewski, the supplement brand's senior director of quality. Adel Villalobos, founder and CEO of contract manufacturer Lief Labs, will discuss the importance of being a steward of industry. He'll touch on some of the intangibles behind the supplement business—examining the importance of infrastructure, culture, values, expectations and relationships. Kristie Hall, president and owner of True Grace, will round things out in a candid conversation with me about her journey launching a quality-driven supplement company that happened to coincide with the pandemic lockdown.

Whether you are newer to industry or established and looking to stand strong with these champions for integrity, this session celebrates the mentoring camaraderie so unique and prevalent across SupplySide.

Supply chain challenges and innovations

9:00 a.m. to 12:00 p.m., South Pacific Ballroom F

by Hank Schultz

The global supply chain for dietary ingredients is in a state of change unprecedented in its scope and rapidity. Companies need to get a handle on the major issues or risk being left holding an empty bag.

The late great Harvard paleontologist and science communicator Stephen Jay Gould wrote extensively on the concept of evolution as a pattern of punctuated equilibrium—the theory that things go along more or less in the same vein for a while (decades for humans, eons for life in general) and then shift suddenly because of an external stimulus. That's where the supply chain of dietary ingredients finds itself now. Trends and pressures for change had been building for years. Supply mostly shifted to China and then a flow of adulterated ingredients started coming from there as well.

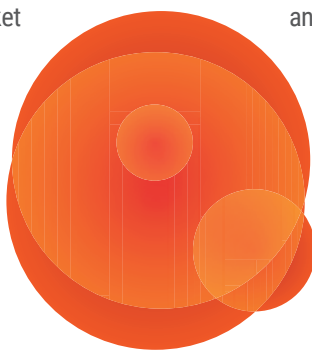
Companies as well as regulators were struggling to keep up with new modes of adulteration, the implications of new methods of production and formulation, and other issues.

Then along came the harsh stimulus of the pandemic, making a hash of everyone's plans for incremental reform.

Things aren't returning to a pre-pandemic normal. So what does the new landscape look like? What are the risks, and, more importantly, what are the opportunities?

Session attendees will be treated to a first-of-its-kind presentation in which herb farmers from around the world will give a picture of their day-to-day challenges and how they

Continued on pg. 48





Company: FFP

Contact: Jeremy Thompson

Title: President, FFP Taste Division

Website: floridafood.com

SSW Booth #: 1921

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Through a carefully curated set of acquisitions beginning in 2020, FFP has been built into one of the largest independent natural ingredient solutions providers for the food and beverage industry. These synergistic acquisitions now enable FFP not only to support clean-label food and beverage development with an extensive portfolio of extracts and other ingredients, but also to provide in-house formulation services, organic and natural flavor creation, natural caffeine and other human nutrition products. Consumers want foods and beverages made with natural, minimally processed ingredients, and we're making that possible with our ingredients and expertise.

Whether it's Javo's shelf-stable cold-brew ready-to-drink beverage or VegStable® Secure, a natural antimicrobial that protects foods from pathogens and spoilage, FFP continues to lead the market by bringing trending clean-label solutions to the food and beverage industry.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

One of the primary ways we stay on top of industry trends and market needs is by listening intently to our customers and understanding what we can provide to enable their success. We also stay abreast of what's happening in the market and influence product innovation by continuously monitoring social media, market research, consumer research, conferences, news outlets, etc. We look at macro trends (e.g., ecological, economic, political) and industry-specific trends (e.g., flavors, culinary styles, nutritional research) and their influence on the future of foods and beverages. At the end of the day, we look at the market through a lens of supporting natural, clean-label products and what may impact them, including manufacturing technologies, the regulatory environment and packaging innovations.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

Looking ahead, we're going to continue to invest in our portfolio of natural, clean-label ingredient solutions with strategic acquisitions and internal R&D. We aim to be the partner of choice for real, simple, better ingredients that improve consumers' lives. And we will continue developing natural solutions that enable great tasting, high-performing and nutritious foods and beverages. We also expect to continue broadening the markets we serve, including by diversifying our business internationally.

As for challenges, raw materials sourcing is extremely important to our business and to our customers. This was strikingly apparent during the pandemic. Yet we're proud to report a 98% on-time delivery of our ingredients in 2022. This is due to the investment we made prior to the pandemic—and that we continue to maintain—in a robust supply chain network supported by strong, long-term relationships. This gives us a dependable, high-quality source of raw materials for our customers. We're also able to offer custom sourcing for label declarations, such as single origin, fair trade, organic, etc.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

At the booth, we'll showcase the use of our naturally sourced, clean-label ingredients in nutritious and athletic performance-enhancing foods and beverages that taste great. Visitors can learn about our high-potency health and wellness ingredients and then experience how they can be incorporated into products by tasting our samples.

Created to appeal to consumers interested in sustaining their physical and mental well-being, FFP will be offering functional beverages, cold-brew coffee and nutritionally balanced fortified foods.



Real. Simple. Better.

For more than 65 years, FFP has offered manufacturers a portfolio of healthy, naturally-sourced plant-based food and beverage solutions. We're committed to providing innovative, clean label solutions that provide exceptional **food protection, flavor, color, texture, and yield improvement** within a variety of applications – **processed and cured meat, beverages, plant-based, health and wellness, and culinary**. At FFP, we harness the power of nature to deliver better ingredient solutions — **Because Real Works®**.

To learn more about FFP and our products, call 855-337-1633 or visit floridafood.com

©2023 Florida Food Products



Continued from pg. 45

interact with customers. Attendees will garner key insights into how to build a robust supply chain for high-quality botanical ingredients.

Among the presenters are farmers Rajnish Awasthi of India and Marisol Cervantes Bobadilla of Mexico, as well as prominent suppliers from the United States.

Another panel will focus on various data and documentation aspects of the supply chain. The discussion will feature Brandon Casteel of SPINS; Anand Swaroop of the ingredient supplier Cephem; and consultant Scott Steinfeld, principal of Trust Transparency Center.

The data theme will be carried on in a presentation focusing on data integrity, and the session will wrap up with a look at testing and quality requirements.

This session is underwritten by USP and produced in partnership with the American Herbal Products Association (AHPA).

AI, blockchain, regenerative agriculture: Technology's growing importance in health and nutrition product creation

1:00 to 4:00 p.m., Islander Ballroom C
by Todd Runestad

Most people want technology on their desktops, not their tabletops. Yet technology is so woven into the fabric of our lives that it is seemingly inescapable. Food tech is pushing the boundaries of what constitutes natural—yet it can also serve sustainability goals that are absolutely essential in today's stressed global environment.

Join us for a truly thought-provoking series of discussions around using biological factories to sustainably produce nutritional ingredients; whether we should accept the essential promise of GMOs 2.0 when GMOs 1.0 violated our collective trust; how blockchain can solve supply chain quality issues; and how to improve market standing through the environmental and social governance darlings of organics, regenerative ag and biodynamic practices.

Still other fascinating scientific tutorials will show how the hottest tech in active use today—AI (artificial intelligence)—is being used to massively truncate discovery and research of new ingredients, and using AI to create intelligent cell-signaling peptide ingredients.

Meanwhile, delivery systems and formats offer the promise of more powerful bioactives, but what actually is hype and what's real? Sebastian Balcombe, from Specnova, has been on the cutting edge of supplement tech for years. He can tell you that confusion reigns on which delivery system works best to optimize bioavailability. What makes an ingredient perform at a higher level by increasing absorption

to target tissues and cells? And does bioavailability actually lead to better health benefits and outcomes? Balcombe will walk you from pill to human benefit and all the technologies available at our disposal. Hear real-life stories—and take part in the discussion—about misconceptions and validated concepts that can change the way you build an ingredient portfolio and a successful, evidence-based supplement line.

Food and beverage 101 (FiNA)

1:00 to 4:00 p.m., Islander Ballroom E
by Audarshia Townsend

In a constantly changing industry, it's essential to stay on top of the latest developments in food and beverage innovation. That's why one of the most popular education sessions of SupplySide West is "Food & Beverage 101." While the session is designed for newcomers, it also serves as a great refresher for veterans.

We'll delve into topics always top of mind, including food safety, supply chain challenges and best practices for working with a co-packer. Expect, as always, experts discussing emerging trends, plus a case study of a successful CPG to learn from the brand's experiences.

I'll be leading this session featuring a diverse panel of industry leaders I've worked with in some capacity throughout the year. Presenters include Angela Anandappa, Ph.D., president/CEO, Alliance for Advanced Sanitation; Riana Lynn, CEO, Journey Foods; Matt Rink, co-founder/VP of sales, Every Body Eat; Udi Lazimy, founder/principal, Lazimy Regenerative Impact Partners; Mohammad Salehi, founder/CEO, Heray Spice; and Webb Girard, senior director of R&D, CuliNEX.

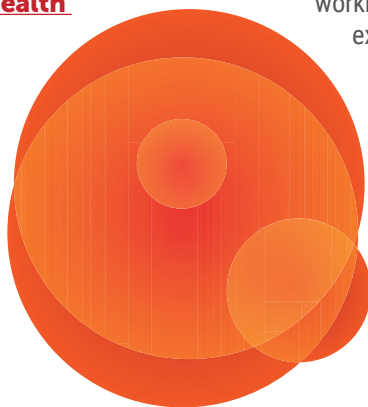
During the session, you'll gain valuable insights, including navigating a rather complex supply chain, such as working with co-packers and ingredient manufacturers; understanding color, flavor and texture, and how to formulate with the right combination; and learning the ins and outs of food safety, and the regulation that impacts food and beverage manufacturing.

This session is produced in partnership with Food Ingredients North America.

Modern challenges in clinical trials: Strategies to help brands and ingredient suppliers narrow the proof gap

1:00 to 4:00 p.m., Islander Ballroom H
by Duffy Hayes

Clinical trials are in the spotlight like never before for dietary supplements, as consumers as well as regulators call for greater proof of efficacy in natural products.



Clinical trials will be the primary focus of an education session at SupplySide West, and the session will take on two key themes impacting the development of modern clinical trials: technology and artificial intelligence (AI), and continued gender disparity in both trial populations and company leadership.

AI is being used to analyze data from clinical trials and identify patterns that may not be visible to human researchers, helping to improve the design and interpretation of clinical trials. It's also being used to validate, test and certify the biological efficacy and safety of ingredients and formulations.

The technology portion of the session begins with a presentation from Leena Pradham-Nabzdyk, CEO and co-founder of Canomiks, who will describe how her company is using genomics and AI to test the safety and efficacy of ingredients and innovate in supplement formulations. Jeff Chen, M.D., MBA, co-founder & CEO at Radicle Science, will then present on rapid and reasonable R&D and claims substantiation, through AI and technology. Chen will also be a part of a moderated discussion panel that includes Erin McKinney, clinical R&D manager at Gaia Herbs and Alleh Lindquist, CEO at Floraworks.

The second half of the session was created in conjunction with Women In Nutraceuticals (WIN), and will have a fine focus on gender issues within the clinical trials sector. Sudipta Veeramachaneni, chief science officer with GNC, will take on the topic of the representation of women within current clinical trial populations and data. Yalda Shokooh, director of science and nutrition at NOW Foods, will address the leaky pipeline from academia to the upper levels of professional research for women. Najla Guthrie, CEO at KGK Science, then will share her success story and her experience empowering female progress in the psychedelics ecosystem. Finally, Informa Markets' Heather Granato will moderate a panel discussion on these and other issues with panelists Pelin Thorogood, co-founder and executive chair at Radicle Science; Karen Hecht, scientific affairs manager at AstaReal; Susan Kleiner, owner of High Performance Nutrition LLC; and Doug Kalman, adjunct assistant professor at Nova Southeastern University.

A comprehensive look into the health and nutrition legal and regulatory landscape

1:00 to 4:00 p.m., South Pacific Ballroom F

by Josh Long

Esquires Megan Olsen of the Council for Responsible Nutrition (CRN) and Steve Shapiro of Rivkin Radler LLP will co-moderate this session and be joined by four other

attorneys, including former FDA lawyer Bob Durkin, sports nutrition guru Rick Collins, hemp/CBD specialist Rend Al-Mondhiry and Eric Unis, a senior attorney with the National Advertising Division (NAD).

This three-hour marathon is intended to cover the whole gamut of regulatory and legal issues, from quality problems on Amazon and FDA enforcement to advertising claims and class action litigation.

In addition to devoting about 10 minutes to each topic, we'll conduct live polling of the audience to lead the conversations with our panel of experts. And I'll be walking around with a microphone to field burning questions from the audience.

#WINtogether Gender Equity Networking Reception

4:00 to 5:30 p.m., Bayside Foyer

SupplySide West & Food ingredients North America is committed to increasing diversity among executive suites, corporate boards, research leadership, and financial investment across the nutraceutical space. Join us for this special event with Women In Nutraceuticals (WIN) to hear more about WIN's commitment to empowering women in the industry to develop their personal and professional potential and how you can get involved. Open to all show attendees; register in advance in the WIN portal to obtain a free drink ticket.

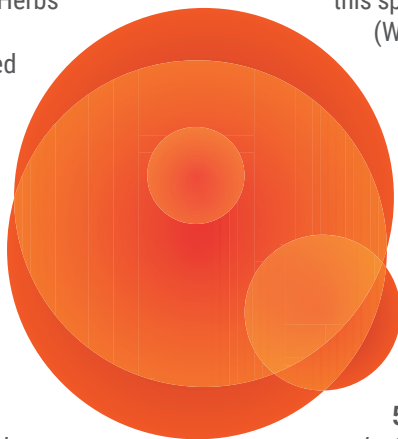
This reception is produced in partnership with Women In Nutraceuticals.

First-Time Visitor Reception

5:00 to 7:00 p.m., Border Grill at Mandalay Bay

by Sandy Almdarez

Being new to the industry can be overwhelming with so much to learn and so many people to meet. Well, consider SupplySide West/Food ingredients North America a welcoming committee, with this event being the kickoff party. Each year, we invite people who are coming to their first SupplySide West to join us the evening before the Expo Hall opens. In addition to all the new faces to meet, we also invite key industry members (we call them "rockstars") who have established industry credentials and have also expressed interest in helping newer folks find their way at the show and in the industry. First-timers can find the rockstars at this event by looking for the glowing necklaces. Don't be shy! Say hi to the rockstars and let them know how they can help you better acclimate. And be sure to meet other new industry members as well. You could just make a lifelong friend! Space is limited, and this party always sells out, so sign up before it's too late! ■





Company: FrieslandCampina Ingredients
North America Inc.
Contact: Carolyn Prieto
Title: Marketing Communication Manager
Website: [frieslandcampinaingredients.com](https://www.frieslandcampinaingredients.com)
SSW Booth #: 1617

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

As a company that strives to help consumers get the most out of life, we're at the forefront of ingredient innovation.

Our Plantaris™ plant-based protein range, consisting of Plantaris™ Pea Isolate 85 A and Plantaris™ Faba Isolate 90 A, helps manufacturers overcome the common formulation challenges of lingering beany off-notes and grainy textures, creating highly nutritious plant-based protein products that taste great.

Biotis® GOS-OP High Purity, launched in 2022, is a newer addition to our Biotis® range, developed specifically to drive innovation in the gut health supplement market using prebiotics. Biotis® GOS-OP High Purity ensures a typical galacto-oligosaccharide content of 94%, significantly higher than that of other prebiotics on the market.

Our most recent innovation, Biotis® Fermentis, is a first-of-its-kind solution for the performance and active nutrition arena. Combining the benefits of whey protein, prebiotic galacto-oligosaccharides (Biotis® GOS) and probiotic cultures by fermenting them together, this ingredient enables brands to create truly holistic sports nutrition solutions.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Staying on top of the latest market trends and consumer needs is a core part of how we help our customers create products that set them apart. Each year, we publish our trends magazine outlining the key nutritional trends driving the food, beverage and supplement industries, as researched by our nutrition experts. This year, our trends magazine highlighted five trends brands should know for 2023:

- Growing need for transparent and clear communications around sustainability practices.

- Role of positive nutrition in building resilience in a post-pandemic world.

- Continued global interest and demand for gut-boosting solutions.

- Demand for alternative protein innovation.

- Rise of the era of active aging—with increased demand for solutions that support activity and movement throughout every stage of life.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

We expect even more demand for sustainable nutrition. Many people already value sustainable health solutions, and some will pay more for them. Creating sustainably nutritious ingredients that meet consumer needs—now and for generations to come—is a key priority for us.

We're also making significant progress in protein diversification. In the future, it will become increasingly important for brands and manufacturers to offer diverse proteins to help feed the world's growing population. This year, we entered a partnership with Triplebar Bio Inc. to scale up the production of cell-based proteins through precision fermentation.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

We'll showcase a wide range of innovations at booth #1617, including Biotis® Fermentis and Biotis® GOS-OP High Purity to support a healthy gut microbiome. We'll also highlight our Plantaris™ range to demonstrate how brands can deliver plant-based, high-protein solutions without compromising on taste or texture.



Gut
health

Discover Biotis® Fermentis: a first-of-its kind solution for the gut-muscle axis

Achieving an athletic personal best requires more than just strength - it requires full body and mind wellness. For professional athletes to casual gym-goers, new Biotis® Fermentis takes athletic nutrition to the next level by fueling performance from the gut.

Combining the power of protein and prebiotics with fermentation, Biotis® Fermentis leverages cutting-edge nutritional science to target the gut-muscle axis, empowering brands to create holistic sports nutrition solutions that enhance athletic performance.

Discover Biotis®
Fermentis now



These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

EXPO HALL FEATURES

Expo Hall: Wednesday, Oct. 25 & Thursday, Oct. 26

Numerous special show features span both days of the Expo Hall. The exhibitors will be open for business from 10:00 a.m. to 5:30 p.m. on Wednesday, Oct. 25, and from 10:00 a.m. to 5:00 p.m. on Thursday, Oct. 26. Many of our unique activities run concurrently with these hours, or otherwise as noted.

Wellness Yoga

7:30 to 8:30 a.m., Level 2, Mandalay Bay Foyer

by Natalia Franca Rocha

In preparation for full days in the exhibit hall, set aside an hour on **Wednesday, Oct. 25** or **Thursday, Oct. 26** to elevate your morning with a touch of harmony at the SupplySide West Wellness Yoga sessions. Regardless of your yoga expertise, our Wellness Yoga sessions cater to all levels, guided by a certified instructor, to ensure an enriching experience. Immerse yourself in tranquility as you stretch and center yourself, getting ready for the day ahead. But that's not all—our commitment to your well-being extends beyond the session. Each participant will be gifted a brand-new yoga mat and a stylish, chic mat bag for convenient carrying. To keep you hydrated on and off the mat, you'll receive a sleek stainless-steel water bottle, the perfect companion for your wellness journey.

With only 100 spots available each day, ensuring a focused atmosphere, make sure to seize the opportunity to start your bustling day with serenity and style. Elevate your morning, nurture your body and mind, and embrace the day with newfound balance. Secure your spot now by [registering here](#).

This activity is sponsored by Kerry.

GOED Omega-3 Resource Center

Expo Hall days/hours, Booth #3555

by Hank Schultz

Once again the Global Organization for EPA and DHA Omega-3s is hosting its **GOED Omega-3 Resource Center**, where you can learn about the latest issues and opportunities in this key market. On hand will be experts from GOED and its member companies, which include all of the key players in this industry that spans the world from sea to shining sea—including inland desert locales! Among this year's participating companies are: Arctic Bioscience AS, Arizona Algae Products LLC, Corbion, Fermentalg,

HuveNutra Ltd., Lyxia Corp., Pharma Marine AS, PHYCOIL, SeaDragon Marine Oils Ltd., Vitux/ConCordix, and Zhoushan Sinomega Biotech Engineering Co. Ltd.

This resource center is produced in partnership with GOED and sponsored by pattern.

IPA Probiotics Resource Center

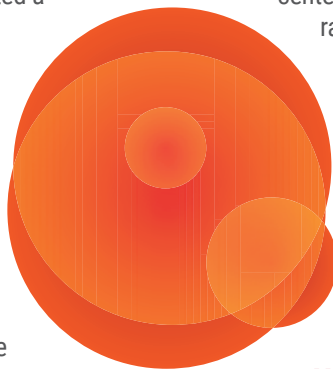
Expo Hall days/hours, Booth #5652

by Hank Schultz

The **IPA Probiotics Resource Center** will present the latest information on the developing world of the microbiome and products formulated to address it. The center now includes information on the whole range of players in the space, from probiotics to prebiotics, synbiotics and postbiotics.

Participating companies include: Acebiome, Amin Talati Wasserman, Bereum, Eurofins, Lallemand Health Solutions, MeriCal, Nordwise Biotech, Paul Dick & Associates, Probiomova, Solnul, Synbio Tech, and THT.

This resource center is produced in partnership with the International Probiotics Association.

**New Products Zone**

Expo Hall days/hours, Bayside Foyer

by Heather Carter

Before you head into the Expo Hall at SupplySide West, make sure to stop by the **New Products Zone** located in the Bayside Foyer. More than 20 new innovations will be on display, from ingredients to finished products. Exhibitors and sponsors as of press time included: Akay Group, Aloe Oil & Butter, Arjuna Natural, aspurūs by Waleria, Bartek Ingredients, Biosyntia, ConCordix by Vitux, DSM-Firmenich, Duas Rodas, ECA Healthcare Inc., Ennature Biopharma, Epax, Freeman Nutra Group LLC, GCI Nutrients, Gnosis by Lesaffre, Golden Omega, Groupe Berkem, IGY Life Sciences, Jellice Pioneer Europe B.V., Microphyt, Monteloeder, Natrusolate, Natural Alternatives International Inc. (NAI), Nexira,

Continued on pg. 55



Company: Gencor
Contact: Maggie McNamara
Title: Marketing Director
Website: gencorpacific.com
SSW Booth #: 2965

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

We've been hyperfocused on expanding upon the research of our flagship products, launching novel ingredients and unique delivery technologies focused on improving well-being, and providing efficacious, bioavailable dosages. We've also put extreme care into our women's health line and women-specific health concerns.

Notably, a recent double-blind placebo-controlled study of Libifem® was published to show that at 600 mg per day, Libifem significantly impacted female athletes for improved exercise performance and body composition. Libifem is a patented fenugreek seed extract standardized to 50% Fenuside™ and is also a strong ingredient for libido and menopause support.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Merging our pharma and scientific background with a deep appreciation of ayurvedic practices, we continually look to advance how natural products are used to attain optimal health and wellness. One way we stay current on industry and market trends is by working closely with our many finished product manufacturers and revisiting some of the common health concerns needing innovation.

Take, for example, liver health. This critical organ is vital for maintaining overall well-being, yet there hasn't been much innovation in the category for more than 70 years. This is why we introduced 4Liver™, a clinically backed plant-based blend that supports liver function, lipid profile and overall liver health.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

Looking to the future, Gencor will remain dedicated to scientific research investigating nutrition for human potential. Sustainable, traceable and environmentally conscious efforts will continue to be top of mind for consumers, therefore impacting market and industry trends.

We recognized years ago that these specific items are critical factors for each of our products, and we will continue to have a strong focus on them. Additionally, because we have partnerships around the world, we are able to work with many suppliers, ensuring we can meet demand.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

At our booth, we will highlight the latest published clinical data on:

- Libifem, a patented fenugreek extract standardized to 50% Fenuside for female exercise performance, menopause and libido support.
- HairAGE®, a billy-goat-weed extract for improved hair health as a topical and oral supplement.
- 4Liver, an herbal blend shown to aid liver and metabolic health.
- Trigogen®, a plant-based extract to support healthy blood sugar response.
- Levagen®+, a product clinically shown to support joint health, mood, sports recovery and sleep that can be used in topical and cosmeceutical products.

Additionally, our partner, Pharmako Biotechnologies, will be at the booth discussing their novel delivery technologies for improved bioavailability and absorption, including:

- LipiSpense®, an advanced cold-water dispersion technology, allows solid lipophilic active ingredients with otherwise relatively low bioavailability and poor solubility in water to be easily dispersed in cold water, increasing their bioavailability in the body.
- CPO® (Compressible Powdered Oils) is an ingenious material development that allows oily active ingredients to be included in tablet and powder formulations without leaching of the oil.
- PlexoZome® is a scientifically proven complex liposomal technology. These genuine liposomes are verified through transmission electron microscopy (TEM) and cryo-TEM imaging, zeta potential and dynamic light scattering (DLS) testing.
- AquaCelle®, a patent-pending, clinically validated self-micro-emulsifying drug delivery system (SMEDDS), is specifically designed to increase the bioavailability and solubility of lipophilic actives.

**New groundbreaking published
clinical research to help with
formulation innovation.**

LIBIEM®

Levagen®+

*New female exercise
performance
study*

*Brand new published
clinical research
studies*



Visit us at booth #2965

**SUPPORTED BY SCIENCE.
REINFORCED BY RESEARCH.**


Gencor™
Lifestage Solutions

Continued from pg. 52

OmniActive Health Technologies, Path Forward Formulator, PLT Health Solutions, Probiotal, ProBiotix Health, Samriddh, Shankar Nutricon, Sunge, Symrise, Tomita Pharmaceutical Co. Ltd., Trace Minerals, TSI, Unique Biotech, Vantage Nutrition, Verdure Sciences, and ZymeBase. Looking for an anti-caking agent for a food product? Or to make a vegan supplement that's both organic and non-GMO? Get a sneak peek of some of the newest product developments before stepping foot on the show floor and learn more about the exhibitors behind the inventiveness.

Shefexil India Pavilion

Expo Hall days/hours, Booths #7564 to #7573

New this year at SupplySide West, the **Shefexil India Pavilion** includes 10 exhibiting companies with expertise in botanical, branded and bulk ingredients for the nutraceutical, supplement, food, beverage and personal care markets.

Exhibitors include: Aisland Chemical Products, Advanced Vital Enzymes Private Ltd., Bioingredia Natural Pvt. Ltd., Biotrex Nutraceuticals, Kalpesh Corp., Manipal Natural Private Ltd., NBZ Healthcare, Pellucid Lifesciences Private Ltd., Sami-Sabinsa Group Ltd., and Sarda Bio Polymers Pvt. Ltd.

This pavilion is sponsored by Shefexil.

SupplySide Stage

See Wednesday and Thursday schedules for programming, Booth #5670

by Todd Runestad

The industry educational seminar tracks at SupplySide West provide attendees with practical, provocative and inspirational learnings of all the trending issues of the day. Three-hour tracks provide a true deep dive into various aspects of opportunistic categories. The SupplySide West educational tracks provide true, in-depth education.

But that's not the only way to become better, smarter and more savvy about the industry.

The SupplySide Stage sits right smack dab in the midst of the show floor. That makes it more than a little convenient—and all but one of its educational sessions last just 30 minutes. Check out the roster of quick-hit sessions that can provide the exactly perfect break in your day to sit down, rest and receive.

Fi North America

Expo Hall days/hours, Aisles #1300 to #2100

by Heather Granato

Consumers are increasingly seeking to support their health and well-being not with pills, but with foods and beverages. And the focus is on the full sensorial experience—no more cardboard bars or gritty chocolates. How to find the ingredients and experts to fuel innovation

in F&B product development? Make your way down the Mandalay Bay Expo Hall—or just turn right from the Bayside F lobby—and enter Food ingredients North America, For the Tastemakers. FiNA invites you to experience the energy of invention, profitable connection and inspiring partnerships.

What will you find at FiNA? Let's start with more than 200 exhibiting companies—everyone from global players to innovative startups, all of whom are offering unique food and beverage ingredients designed to optimize product development. The FiNA Theatre offers free-to-attend content sessions that will inspire you with insights on the benefits of mission-driven business, sustainability in practice, formulation guidance and much more, all with an eye to creating a sustainable food future through innovation and collaboration. The Tasting Bar is also located within the FiNA hall, offering the chance to sample the latest product prototypes driving CPG innovation. Don't miss

the opportunity to exchange ideas, discover innovation, and explore innovative ingredients that will support product development and reformulation—all to help you create a world of taste.

Tasting Bar

Expo Hall days/hours, Booth #1380

by Heather Carter

A selection of the latest and greatest functional food and beverage prototypes are waiting to touch your tastebuds at this year's Tasting Bar. Stop by for free samples of newly envisioned products designed with "better for you" attributes and trending ingredients/technologies, from pectin-based gummies to ready-to-drink (RTD) sparkling teas. The innovative products available for sampling include functional smoothie melts from Chaucer; fruit-flavored gummies with ashwagandha (*Withania somnifera*) by FlavorSum; peanut and white chocolate candies from Icon Foods; RTD vanilla protein shakes with clean labels by Idaho Milk Products; pectin-based gummies with iron from Lubrizol Life Science; sparkling adaptogen RTD flavored tea by Nura; hemp crisps from PGPI; an electrolyte drink mix by Trace Ingredients; and a fruity functional beverage from Verdure Sciences' Insights Lab. For more information about each product, [click here](#).

SupplySide Garden, SupplySide Insider Lounges

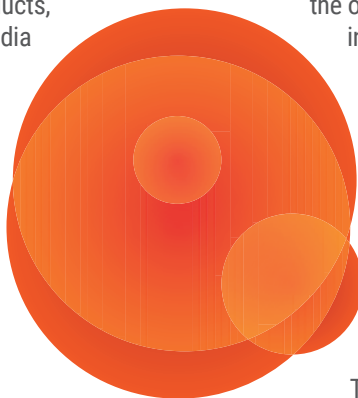
Expo Hall days/hours, Locations as noted

by Karen Butler

Sometimes during our annual SupplySide West event, it can feel like I enter the Mandalay Bay lobby and don't emerge to see the light of day for a week. The SupplySide Garden and SupplySide Insider Lounges provide a welcome respite from the Expo Hall hustle and bustle.

Located on the 6500 Aisle, the SupplySide Garden

Continued on pg. 58





Company: Gnosis by Lesaffre
Contact: Philippe Callait
Title: Global Marketing Director
Website: gnosisbylesaffre.com
SSW Booth #: 4555

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Gnosis by Lesaffre has driven innovative ventures related to active nutritional ingredients, pre- and probiotics and nutritional yeast.

We continue to invest in clinical research that validates our branded ingredient solutions. This includes expanding insights into the vitamin K2 space to confirm indications beyond bone and heart health. A recently published paper demonstrates our Quatrefolic® active folate's impact on pregnancy. We have also added to the body of evidence for our Adonat® Premium SAME and its role in supporting brain health.

Gnosis has also pushed the envelope of innovation by applying our award-winning Vitamin K2 Matrix protective technology to our clinically validated MenaQ7® K2 as MK-7 and launching our MenaQ7® Palm-Free MCT Oil. Both innovations embrace brand owners' need for clean-label alternatives and highlight Gnosis's dedication to high purity and transparency. We also just introduced our Brain-Quantum (BQ) tablets, which include Adonat and Quatrefolic to support mood and cognitive function.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Staying on top of market trends and needs is crucial for branded supplement companies to remain competitive and relevant. Our team gathers insights into consumer preferences and behaviors while monitoring emerging health concerns, allowing us to adapt to changing demands.

With science being the critical qualifier for quality brands, Gnosis continues to build our network of experts, academic institutions and health professionals. We have expanded our Vitamin K2 Scientific Advisory Committee and sponsored an industrial researcher, Leon Schurgers, Ph.D., at Maastricht University.

We stay current with regional regulations and standards while ensuring that our ingredients have top-notch certifications and documentation. This also considers our ethical responsibility to maintain eco-friendly practices and responsible ingredient sourcing.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

Gnosis by Lesaffre is building a state-of-the-art fermentation facility in France. We are regenerating an abandoned industrial site by depolluting the soil and establishing a private natural reserve to nurture endemic fauna and flora under the oversight of biodiversity experts.

Across our industrial sites, Gnosis is investing in renewable energy, such as solar farms, while minimizing water consumption. We committed to a carbon emissions trajectory to reach net zero by 2050.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors to the Gnosis by Lesaffre booth #4555 can anticipate an immersive experience showcasing supplement innovation. The booth will display diverse delivery methods, including sports powders, gummies and convenient dissolvable-on-tongue stick packs with our new MenaQ7® Protect, which features MenaQ7 K2 as MK-7 combined with vitamin C and three probiotic strains.

We will highlight emerging research on our cutting-edge ingredients, such as MenaQ7 for heart and bone health and beyond; Quatrefolic for improved folate bioavailability; Adonat for mood, joint and liver support; and the revolutionary LifeinU® BSCU1 probiotic for immune support.



- ◆ NUTRITIONAL YEASTS
- ◆ BIOTICS
- ◆ ACTIVE INGREDIENTS

WE ARE BOOTH
4555

MenaQ7
NATURAL VITAMIN K2 AS MK-7

 **Quatrefolic**[®]

 Premium
SAmE
Adonat[®]

LifeinU[®]
L.Rhamnosus GG

LifeinU[®] 

Continued from pg. 55

provides a greener vibe for conference attendees who may be longing for a glimpse of the great outdoors. Live plants (which are donated after the show) and various seating options offer a place to check messages, meet colleagues or take a breather.

New this year are the SupplySide Insider Lounges. Located in Lobby B and Lobby F, both showcase unique content from Natural Products Insider and Food & Beverage Insider. Members of our team will be on hand to discuss how we can continue supporting you and your business objectives. If you're not already receiving our enewsletters and premium digital content, you can see what you've been missing and sign up for the websites. As an impromptu insider, you may score some exclusive SupplySide swag, and it's another great place to rest before heading back to exhibits and education.

Supplier Presentation Theater
Schedule below, Booths #3077 and #3677

by Jen Kieffer

So much information is flowing at SupplySide West that we thought you might welcome a chance to see a short vignette at Supplier Presentation Theater. These laser-focused gatherings are typically 20-minute sessions, each devoted to new and innovative ingredient research, applications, formulation and marketing. Easily accessible right on the show floor, they offer a highly effective way to learn in bite-sized chunks. Topics include innovative ingredients, supplier management, top trends in delivery formats and much more. The most up-to-date schedule and full session descriptions are available by clicking the links below by day/booth number.

Wednesday, Oct. 25, Booth #3077

- 11:00 to 11:20 NutriLeads
- 12:00 to 12:20 Greenfield
- 12:30 to 12:50 IFF
- 1:00 to 1:20 Lonza
- 1:30 to 1:50 Greenfield
- 2:00 to 2:50 Sirio
- 3:00 to 3:20 Biogrowing
- 3:30 to 3:50 Theravalues
- 4:00 to 4:50 Korean Red Ginseng Corp.

Wednesday, Oct. 25, Booth #3677

- 11:00 to 11:20 Chenland
- 11:30 to 12:20 OmniActive
- 12:30 to 12:50 CHR Hansen
- 1:00 to 1:20 Zymebase
- 1:30 to 1:50 Indena
- 2:00 to 2:20 CJ Food & Nutrition Tech

- 2:30 to 2:50 Cargill
- 3:00 to 3:20 Physicians Exclusive
- 4:00 to 4:50 SUANFARMA/Monteloeder

Thursday, Oct. 26, Booth #3077

- 11:00 to 11:20 Natrusolate
- 11:30 to 11:50 Lubrizol Life Science
- 12:00 to 12:20 Physicians Exclusive
- 12:30 to 12:50 Wecare Probiotics
- 1:00 to 1:20 IngiaBio
- 1:30 to 1:50 NURA
- 2:00 to 2:20 AsahiKASEI
- 2:30 to 2:50 Fermentalg

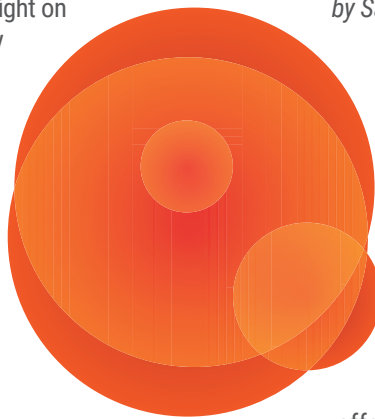
Thursday, Oct. 26, Booth #3677

- 11:30 to 11:50 Balchem
- 12:00 to 12:20 Euromed
- 12:30 to 12:50 Kerry
- 1:30 to 1:50 Layn Natural Ingredients
- 2:00 to 2:20 Probiotal

SupplySide Studio

Wednesday Oct. 25, 10:00 a.m. to 12:00 p.m. and 1:00 to 3:00 p.m.; Thursday, Oct. 26, 10:00 to 11:00 a.m. and 12:00 to 2:00 p.m., Booth #4519

by Sandy Almendarez



The SupplySide Studio is akin to watching a sporting event from home. It's designed to bring a bit of the magic back to the industry members who couldn't travel to Vegas to attend the show. But like listening to a baseball game on the radio while in the stadium watching your home team play, the SupplySide Studio is great to tune into while you're there, too. The SupplySide Studio livestream brings unparalleled content about the latest trends and innovations affecting the health and nutrition industry. This year, the SupplySide Studio livestream focuses on the leaders who are shaping the future of the supplement and food and beverage industries. You'll hear from influencers who are educating the next generation of industry trailblazers, thriving during uncertain regulatory and financial times, building a better world through charitable giving, and fostering a more diverse and inclusive industry. The livestream is free to watch on the **SupplySide LinkedIn** page or the **SupplySide YouTube** page, and we'll be broadcasting live to a monitor in the Bayside C lobby during the show. Attendees can also walk by Booth #4519 to get a glimpse of the live recordings underway. Some of the interviews will be featured on our media sites after the show, as well. ■

Wednesday, Oct. 25, 2023

Wednesday is the first day of the Expo Hall, open from 10:00 a.m. to 5:30 p.m. In addition, check out the other available programming.

Sports nutrition quits the gym and goes mainstream

9:00 a.m. to 12:00 p.m., Islander Ballroom C

by *Todd Runestad*

Are you ready for some footbaaaaaal? The NFL season is underway, and we are going to re-create some of the excitement of the pro football season with a big fun draft—just like between college and the pros! Two industry heavyweights, Douglas Kalman, Ph.D., co-founder of the International Society of Sports Nutrition (ISSN), squares off against our favorite formulator Blake Ebersole, Ph.D., president of NaturPro Scientific. The two will go through six rounds of the draft, selecting quarterback ingredients, defensive ones, some sure things and other risky fliers with high ceilings. And just to make it interesting, there might even be a trade happening!

We'll also get an in-depth survey of the sports field with the experts at Nutrition Business Journal (NBJ).

Rick Kreider, a longtime sports nutrition researcher, literally wrote the book on creatine, which is experiencing unexpected market growth because of new science that has revealed new applications for this classic superstar beyond old-school muscle building. Learn what these new mainstreaming initiatives are all about here.

And you know what just sounds crazy for some of us here? Teenagers who used to run home from school to while away the day on computer games are now positioning themselves as esports athletes. Before you scoff, know that esports is now an official Olympic event. And there's opportunity aplenty because these athletes are looking for nutrients to provide sustenance, concentration, focus and eye support. Speaker Jason Chung, the director of the esports and gaming initiative at NYU's Tisch Institute for Global Sport, will expound.

We will finish up with a comprehensive discussion featuring major ingredient suppliers and finished product brands—from Balchem and Kyowa Hakko to Nestlé, Unilever and Nutrabolt—looking at the science, market penetration and state of innovation in the hydration market.

This session is underwritten by GELITA and Maypro.

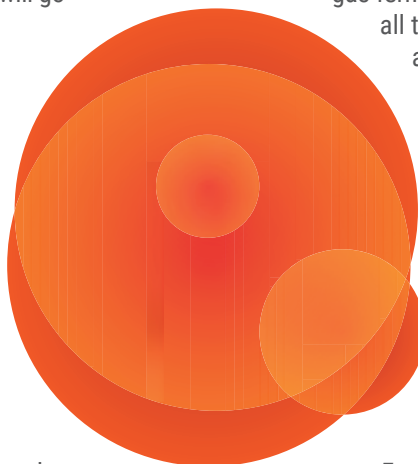
Fermentation's role in the future of food and beverage (FiNA)

9:00 a.m. to 12:00 p.m., Islander Ballroom H

by *Heather Carter*

In this bubbly session, we're diving headfirst into the evolution of fermentation. We're not scratching the surface of the innovative technology that's been around for centuries but are getting down to the nitty-gritty of the metabolic processes being used to create sustainable, functional food and beverage products. From traditional fermentation to more complex processes like biomass and gas fermentation, get a better understanding of why all types of fermentation matter. Learn more about how fermentation will play a major role in the overall growth (and sustainability) of the food and beverage industry, and how each type is being utilized to create innovative food products. Speakers include Will Cowling, market manager at FMCG Gurus; Adam Leman, lead scientist of fermentation at Good Food Institute (GFI); Doni Curkendall, EVP of The Better Meat Co.; Ty Wagoner, senior scientist at Perfect Day; and Monica Bhatia, co-founder and co-CEO of EQUIL.

This session is produced in partnership with Food Ingredients North America.



SupplySide Studio: New to the industry?

SupplySide Fresh is here to help.

10:00 a.m. to 12 p.m., Booth #4519

by *Sandy Almendarez*

I've been kicking arounds the halls of SupplySide and the industry for nearly 15 years, and it is often difficult to remember what it was like to be new, to not have a group of friends, or to walk into a massive show like SupplySide West/Food ingredient North America knowing few others. Yet, hundreds if not thousands of people in our industry are new, and thank goodness for that! We welcome the new ideas, innovation and freshness of people who have joined us recently. We treasure our newer industry members and want them to feel welcome. We certainly don't want to lose all that brilliance to another industry. In our visitor lists since that one year when we couldn't have a show (pssst 2020), upward of 40% of visitors at SupplySide in-person shows are attending for the first time. Potentially, that means new people in the industry could be looking to accelerate

Continued on pg. 62



Company: ICL Food Specialties

Contact: Andreea Boitor

Title: Global Head of Digital and Communications

Website: iclfood.com

SSW Booth #: 2130

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

We are focused on impacting better food by combining experience, ingenuity and a focus on the future to help bring the right food solutions to the market, safely and sustainably. For example, our ROVITARIS® Alternative Proteins Solutions for meat and seafood, and our JOHA® line for alternative dairy beverages continue to bring elevated solutions to the alternative proteins space.

In addition, we are committed to driving breakthrough innovation for sustainable food solutions through strategic investments and collaborations. ICL Planet Startup Hub is our innovation platform, which cultivates, nurtures and accelerates innovation and technologies in the agrifood tech ecosystem.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

We conduct market research to ensure that we stay on top of industry trends and market needs. In addition, we have regional teams that keep a finger on the pulse of what is happening and have strong customer partnerships so we can understand evolving needs.

In addition, we solve solve challenges by formulating solutions that address these needs. We also strategically invest in technology and partnerships to anticipate trends and challenges.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

We have a strategic vision and are actively investing in new capabilities and partnerships. In addition, we are actively exploring new technologies to address food challenges. We are continually pursuing our sustainability goals and ways to lower our environmental footprint.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors can expect to meet our fantastic cross-functional team, as well as taste mouthwatering food applications that demonstrate our taste and texture solutions. Through a partnership with Plantible, our Alternative Proteins team will have delicious meatballs and fish sticks that showcase our proprietary binding solution in alternative protein applications.



Impacting Better Food

What do you get
when you mix equal parts
functional ingredients, innovation,
and **partnership?**

The Future of Food.

We combine experience, ingenuity, and a focus on the future to help you bring the right food solutions to market, safely and sustainably.

Stop by Booth #2130 to learn more.



iclfood.com

©2023 ICL Specialty Products Inc. All rights reserved.
All information is protected under international copyright conventions.

Continued from pg. 59

their careers—thankfully, several industry members and organizations have stepped up to provide mentoring programs and other offerings that help people onboard to the supplement and food industries. Not to brag, but SupplySide itself offers educational opportunities and fun networking events aimed at this target group. At the SupplySide Studio, we'll be talking with some of the experts who are helping newer industry members better connect in the industry. We'll also talk with people who are attending SupplySide West/Food ingredients North America for the first time to get their perspective on the industry and learn what help they need to better innovate (and acclimate!) in their areas of expertise.

FiNA Theater: Sweet innovations: Chocolate, confections & more

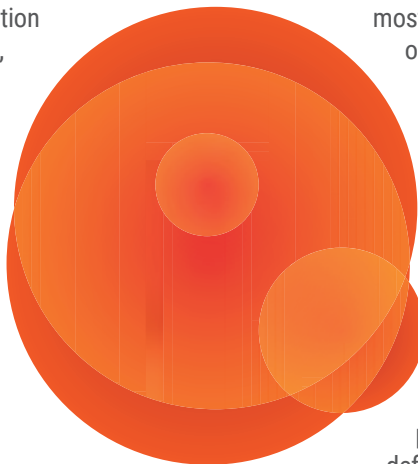
10:30 to 11:00 a.m., Booth #1350

by Fran Schoenwetter

Why is chocolate so delicious? You may be surprised to learn that much of the indulgent experience comes from fat. But not all cocoa butter is alike—nor are all chocolate formulations. Some use other fats for specific application results and other economic factors. We'll have a conversation with Linsen Liu, Ph.D., lipid industry expert and VP of sciences at Guittard Chocolate Co., where you'll learn about how bean to bar—cultivation to processing—influences the end product, and how working with cocoa butter and equivalents impacts not only flavor and mouthfeel, but functionality and price.

Our sweet innovations session will provide an opportunity to learn about the technical aspects of optimizing the organoleptic experience of chocolate in varied product applications, and help you meet the expectations for consumers' dueling desires for indulgent and sustainable products.

The oldest continuously family-owned chocolate business in the U.S., Guittard Chocolate Co. produces couverture chocolate using traditional French methods. Preferred by many gourmet pastry chefs, Guittard chocolate is known for its rich, creamy texture and deep chocolate flavor. The brand has been evolving its artisanal craft for five generations to bring the most flavorful, sustainable and socially responsible chocolate to the industry. Liu will be available to help coach you on solving your technical chocolatier challenges.



SupplySide Stage: For the world within: Cultivating a healthy gut with proven natural prebiotic fibers

10:30 to 11:00 a.m., Booth #5670

Consumers want healthy solutions for maintaining gut health.

Proven by science and cultivated by nature, we explore the opportunity of prebiotics to deliver a range of health benefits for the gut microbiome. We explore what the future holds for leveraging prebiotics in creating the next generation of postbiotics.

Finally, through the lens of our segmentation of consumers from a health and wellness perspective, we provide insight into how to communicate with consumers about microbiome solutions.

This session is sponsored by Givaudan.

FiNA Theater: The great debate: A battle for the generations

11:15 to 11:45 a.m., Booth #1350

by Fran Schoenwetter

Join us for a lively debate about generational preferences and trends in food and beverage products.

What drives Boomer priorities and what are they most likely to purchase? Is Gen Z more focused on sustainability than prior generations?

How much of a priority is upcycling? Do Millennials feel the same way, or are other factors like economics and kids driving their choices? Two market research professionals will present informative generational data from varied perspectives to provide insight into what each generation looks for in terms of taste, texture and viability, and how their value drive purchase priorities.

For brands, understanding generational priorities, values and differentiators helps define how to optimally formulate for your target consumer. And for suppliers, these same demand forces help you plan longer-term pipeline and innovation strategy for supply chain preparedness.

Stay ahead of the curve with key consumer insights to assure you hit the target with food and beverage ideation for specific generational consumer demands, and join the debate with your questions for our data and insights experts. The speakers include Sophie Côté, client success manager, Innova Market Insights; and Amanda Hartt, senior manager of data and insights, NEXT, New Hope Network.

Continued on pg. 67



Company: Kaneka Nutrients
Contact: Ron Martin
Title: Vice President, Nutrients Division
Website: kanekanutrients.com
Booth #: 4129

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Kaneka Nutrients is a subsidiary of Kaneka Corp. Kaneka Nutrients began producing coenzyme Q10 (CoQ10) in 1977 and quickly became a leader in CoQ10 ingredient production. In 2007, Kaneka Nutrients launched the production of ubiquinol, the active form of CoQ10.

Since 2007, Kaneka has partnered with top independent research facilities to understand the effectiveness, quality and safety of their ingredients. In the past several years, Kaneka has expanded the research around ubiquinol to better understand the full breadth of the ingredient's benefits.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Kaneka Nutrients dedicates significant resources toward understanding the needs of ubiquinol users, brand holders and health care professionals. Kaneka supports a two-pronged marketing approach to educate consumers and health care professionals about ubiquinol, how it differs from traditional CoQ10 and how it supports heart health. Kaneka shares its learnings with brand holders to help them understand how to better position their ubiquinol supplements online and in-store.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

As the world's population ages, there is a growing consumer demand for products formulated for healthy aging. Ubiquinol is uniquely positioned to address healthy aging, considering that mitochondrial function and ubiquinol levels are significantly reduced by aging.

As we look toward the future, the biggest trend in the field of CoQ10 science will be the continued expansion of new clinical applications of ubiquinol. This mitochondrial star is venturing beyond cardiovascular formulas, and research is underway to understand its effect on fertility and preconception health. With 1 in 6 people experiencing infertility at some point in their lifetime, this new research is a global concern.

Another exciting area Kaneka is investigating is to support our brand holders in taking ubiquinol into new formats. Only Kaneka manufactures ubiquinol in the U.S., and our commitment to innovation will help our partners create the next generation of CoQ10 products.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Stop by booth #4129 to meet the Kaneka Nutrients team, learn more about ubiquinol and discuss some of our latest research. We'll also be introducing our new postbiotic for immunity and gut health: *Levilactobacillus brevis* subsp. *coagulans*.

Kaneka: The World's Premier Supplier of Ubiquinol

Since 2007, Kaneka Nutrients has been the leader in the production and research of Ubiquinol products.



Ubiquinol Snapshot

Ubiquinol is well-known for its multiple benefits:



Supports overall heart health



Promotes healthy aging



Works as a powerful antioxidant

The Next Generation of Ubiquinol Products

We've only scraped the surface of what this mitochondrial star can do. Kaneka Nutrients is actively working on shaping the future of Ubiquinol through exciting new projects:



Rising Demand for Healthy Aging Products

As the world's population ages, so too does the need for healthy aging products. Kaneka is preparing for this shift and educating consumers about Ubiquinol's effect on aging.



Ubiquinol & Preconception

With 1 and 6 people experiencing infertility at some point in their lifetime, research is underway to understand Ubiquinol's effect on preconception health.



New Formats of Ubiquinol

Kaneka is investigating new Ubiquinol formats, allowing brand holders greater flexibility to expand Ubiquinol product lines for their consumers.



Innovate with Kaneka

Interested in learning more? Stop by booth 4129 to meet the Kaneka Nutrients team, reach out to us at NutrientsSales@kaneka.com, or visit KanekaNutrients.com



Company: Kaneka Probiotics
Contact: Jordi Riera
Title: Chief Business Officer
Website: kanekaprobiotics.com
SSW Booth #: 4129

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

At Kaneka and AB-Biotics, we have taken a leading role in the realms of probiotics and postbiotics, gaining recognition for our innovative research efforts. Our product offerings span a wide range, and our recent research efforts have delved into areas such as the gut-brain connection and the impact of the microbiome on our response to viruses. Our most recent innovation has been the development of the world's first probiotic to balance menopause hormone alterations.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

With our own collection of bacterial strains at our disposal, we embrace two core approaches: the investigation of "microbial old friends" (researching strains from nature that have been washed out by modern, Westernized lifestyle) and the utilization of precision probiotics (selecting and developing our own strains to look for specific mechanisms of action). These approaches have propelled us forward, enabling significant strides and establishing us as prominent contributors in the realm of microbial health research.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

At Kaneka and AB-Biotics, our objective is to become leaders in the -biotics space, opening new areas of research in probiotics, postbiotics and synbiotics. We have the tools and sources of new products to effectively tackle any new area that science backs up for a microbiome intervention, and we can be ready to anticipate future market needs.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

When visitors visit our booth at SupplySide West | Food ingredients North America, they can anticipate a wealth of valuable experiences. Our team is equipped with extensive knowledge spanning the realms of microbiome dynamics, probiotics, prebiotics, synbiotics and postbiotics.

We're ready to share insights on the regulatory frameworks that underpin these areas, shedding light on the compliance landscape. Moreover, we're excited to illustrate how scientific substantiation plays a pivotal role in supporting effective claims and compelling selling propositions.

What sets us apart is our real-world experience. As a company with a global footprint in 118 countries and a clientele of over 300 customers worldwide, our insights are grounded in practical success stories that resonate with businesses across the globe.

Kaneka

PROBIOTICS



Real Probiotic Solutions
for Specific Health Targets



BABY COLIC



INTENSIVE G.I.



CARDIO HEALTH



WOMEN HEALTH



IMMUNE HEALTH



LIVER HEALTH



BRAIN HEALTH



GUM HEALTH



SKIN HEALTH



WEIGHT MANAGEMENT

Quality Standards



Patented products



Clinically-tested and safe



Naturally-occurring strains



Allergen-free



Shelf stable



No modified genetically



Generally recognized as Safe (FDA) and/or Natural Product Number (Health Canada)

Kaneka Americas Holding, Inc. | Probiotics Division

Contact Us! | sales@kanekaprobiotics.com | kanekaprobiotics.com

Continued from pg. 62

SupplySide Stage: Muscle + metabolic health: Redefining the future of health life span

11:15 to 11:45 a.m., Booth #5670

In this session, we will focus on the role muscle plays on overall metabolic health, and how this positively impacts life span. We will highlight relative research showing improved cellular health and overall metabolic health that attributes to healthy aging and healthy life span.

This session is sponsored by Nuritas.

FiNA Theater: Fireside chat: Mission possible

12:00 to 12:30 p.m., Booth #1350

by Audarshia Townsend

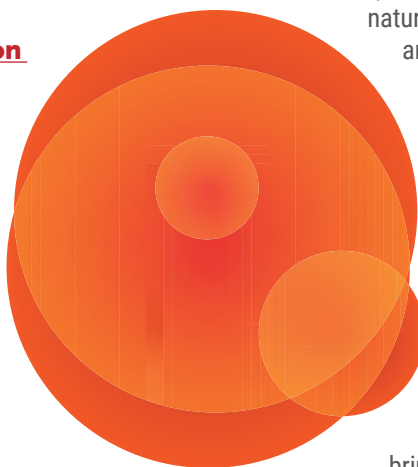
It takes a lot to stand out in the health and nutrition industry. Competition abounds, from a company's sustainability stance right down to packaging. But one factor consumers are looking at closer is whether you're also mission driven, which typically demonstrates just how connected you are to the community in which you serve.

For this fireside chat, I'll sit down with two established, respected CPG founders, who will discuss how being mission driven has helped establish their industry presence. We'll get into deeper discussions on how they have helped develop a voice for sustainable farming, sourced ingredients with integrity, and established a network for the next generation of food and beverage leaders.

Clarice Owens, for example, launched Healthy Oceans Seafood Co. with husband, Matt Owens, a fisherman with strong ties to the sustainable fishery community. Her vision for the company and their first product, Pescavore, sustainable Ahi tuna jerky strips, hits close to home.

"We knew we wanted to stay dedicated to American fisheries, and we knew we had to have sustainable catch, so it's very helpful to have someone with supply chain experience and credibility to speak to some of these very nuanced and honestly fastidiously complex issues that surround seafood," she explained.

Joining her on the stage is Marc Washington, founder/CEO, Supergut. While his background spans leadership roles across a wide variety of consumer health and wellness businesses, including serving as president and COO of Beachbody, he founded Supergut to empower consumers to reclaim and sustain better control of their health through gut-health superfoods. He was inspired to create this company by the memory of his sister.



SupplySide Stage: SupplySide celebrate Natural Products Week

12:00 to 12:30 p.m., Booth #5670

by Jon Benninger

In February of this year, U.S. Senators Mike Lee (R-UT) and Kyrsten Sinema (I-AZ) introduced a resolution (S.Res. 35) to declare Oct. 22-28 "Natural Products Industry Week." Among other reasons, this is significant because it acknowledges

the important role that dietary supplements and the natural products industry play in the U.S. economy and public health. The dates coincide with

SupplySide West 2023, so we found it appropriate to discuss and celebrate this moment during the show. I invited a couple of longtime industry advocates to join me on our SupplySide Stage to do just that. Heather Granato, Informa's VP of partnerships & sustainability, and Loren Israelsen, executive director of United Natural Products Alliance (UNPA), will share their historical perspectives, contemporary views, and hopes for the future as we continue the industry mission to bring more health to more people.

FiNA Theater: Legal survival guide for food brands: Insights from a foodborne illness attorney on staying lawsuit-proof in a risky world

12:45 to 1:15 p.m., Booth #1350

by Amanda White

Join us on a heartfelt learning journey to experience a session that's not just informative, but deeply personal, too.

Picture this: The speaker, Bruce Clark—partner at Marler Clark Law Firm—was my family's attorney after an E. coli outbreak eight years ago. My three kids were sickened with E. coli O157: H7 infections (the deadly strain), and it led to my infant son's kidney failure, subsequent dialysis and permanent kidney damage. Yes, life took a sharp turn there! But here's the thing ... Clark helped us navigate that nightmare and ensured the parties involved were held accountable, sparking changes in protocol at our local school and in our community.

In this 30-minute presentation, Clark shares how to shield your food business from potential lawsuits. You'll peek into the world of regulatory rules, risk evaluation, recalls and supplier crosschecks. Don't miss this opportunity to empower your brand and shape a more secure future for the food landscape. And my personal hope is that attendees take away a few key tips to help keep their families safe from foodborne illness at home, too.

Continued on pg. 73



Company: Kensing
Contact: Manal Sarris
Title: Global Marketing Director
Website: kensingolutions.com
SSW Booth #:4636

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Consumers are focused on preserving their vitality while favoring products that protect the planet's vital resources. Kensing was established to deliver on both consumer demands. We are a sustainable manufacturer of phytosterols and a leading producer of RRR plant-based vitamin E.

We believe in plant-based ingredients that do not compromise science-backed performance.

Heart health is the No. 1 driver for healthy aging, and 85% of all cardiovascular disease fatalities can be avoided with nutritional and lifestyle intervention. Our Vitasterol S-80® supports heart health with natural phytosterols.

Phytosterols have been reviewed in over 140 clinical studies, and there is strong scientific evidence establishing that including plant sterols in the diet helps to naturally reduce the risks of heart disease by safely lowering total and LDL cholesterol.

Vitasterol S-80® is an ingredient that is widely adopted by well-established brands in Europe, and we are excited to bring greater awareness of its benefits to heart-conscious U.S. consumers.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

The global plant-based food market is predicted to triple, witnessing an increase from \$11.3 billion in 2023 to \$35.9 billion by 2033. Despite inflation, 70% of the U.S. population is now consuming plant-based foods, according to a 2022 study by the Plant Based Foods Association. The growth of plant-based foods has been attributed to consumer desire to manage personal health and promote the health of the environment.

We cultivate wellness by utilizing plant side streams and proprietary processes to produce high-purity, high-performance ingredients.

Our Covitol® is an RRR natural vitamin E upcycled from vegetable oil processing. Through an industry-leading purification process, we can deliver 96% pure material that is comprised of the natural

RRR-isomer. This isomer can deliver twice the efficacy of synthetic vitamin E because it has twice the bioavailability.

Conserving resources is only one side of the sustainability equation; the second is reducing waste.

Our Covi-ox® natural mixed tocopherols are three times more effective than synthetic vitamin E at prolonging shelf life. They protect the fat in products from oxidative rancidity and have lower volatility, which means they can withstand heat processing to maintain this preservation activity. They protect flavor and freshness and can extend shelf life of multiple applications, including food, beverage and dietary supplement products.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges, or sustainability concerns are you preparing for?

Sustainability is the cornerstone of our strategy and the underlying current that drives our decision-making. We believe this integrated approach is critical to not only meeting our environmental commitments, but also safeguarding our future resilience.

We don't discuss sustainability. We take decisive action. We received an Ecovadis Gold Rating after only 18 months of being established as a new entity.

More recently, we were one of only three small- to medium-sized enterprises that submitted and received approval for our science-based targets. We have committed to reduce scope 1 and scope 2 greenhouse gas emissions by 42% by 2030, from a 2022 base year, and to measure and reduce our scope 3 emissions.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn, or experience?

They will learn how we transformed a 75-year-old legacy into an agile entity—one capable of leading the ESG (environmental, social and governance) commitments that underpin our collective future. They will learn about our plant-based, science-backed ingredients and how they outperform synthetic counterparts. They will experience the passion of our people for products that restore vitality while protecting vital resources.

Europeans have long known a natural way to reduce the risk of heart disease.

Uncover their secret with Vitasterol S-80[®].



Vitasterol S-80[®] is the popular-in-Europe, not-so-secret phytosterol that may reduce the risk of heart disease when added to your formulations.

Heart Healthy



Phytosterols have a long history of efficacy for promoting Heart Health

Lowers Cholesterol



May help lower blood total and LDL cholesterol levels*

Supported by Science



Phytosterols are backed by more than 140 clinical trials

Natural Ingredients



Plant-based and statin-free

Cultivating Wellness at SupplySide West, Booth #4636

kensingolutions.com



KENSING



Company: Kyowa Hakko USA

Contact: Karen Todd

Title: Vice President of Global Brand Marketing

Website: kyowa-usa.com

SSW Booth #: 4165

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Kyowa Hakko USA has brought transformative advancements to the forefront, carving a niche in the market and garnering prestigious awards.

One of Kyowa's crowning achievements lies in its flagship brand, Cognizin® Citicoline. This brain-boosting nootropic is a top seller across multiple products sold in stores and online and has become synonymous with cognitive enhancement. Backed by rigorous clinical studies, it symbolizes Kyowa's dedication to efficacy and innovation.

Another standout accomplishment emerged in 2020 with the introduction of IMMUSE™ *Lactococcus lactis* strain Plasma (LC Plasma), a breakthrough in postbiotics. This distinctive strain of lactic acid bacteria is backed by 15 clinical trials, including 13 on efficacy and two safety studies. It has the distinctive ability to activate plasmacytoid dendritic cells (pDCs), pivotal leaders within the immune system, and is low dosage, self-designated GRAS (generally recognized as safe), non-GMO and versatile across applications. This propels Kyowa Hakko USA to the forefront of industry innovation, as it continues to redefine possibilities within health and wellness.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Kyowa Hakko employs a comprehensive and multifaceted approach.

Customized market research reports on consumer preferences and trends shape strategic product development.

Social listening reveals real-time and trending consumer sentiments and needs to support product strategies.

Real-time, interactive chatbots on the website foster transparency and address questions and inquiries from customers and consumers.

Participation in relevant conferences, seminars, trade shows, peer networks, and thought leadership and collaboration with industry experts and researchers help Kyowa stay at the forefront of scientific advancements, industry shifts and consumer expectations.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

Kyowa Hakko will drive innovation and adapt to shifting consumer trends, particularly in brain health, immunity and active lifestyle support. Its flagship product Cognizin will continue to excel in cognitive wellness while IMMUSE will answer the growing demand for immune support.

The rise in health consciousness will boost interest in active lifestyle supplements, aligning with Kyowa's amino acids and energy-enhancing ingredients. Market changes driven by transparency, sustainability and cleaner labels will push Kyowa to optimize its supply chain. As a trailblazer, Kyowa Hakko is poised to meet evolving consumer expectations while promoting health, sustainability and quality.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors to the Kyowa booth can anticipate an engaging and informative experience. The booth will feature a live presentation by Ben and Mike from PricePlow, offering valuable insights and knowledge. Kyowa will also celebrate the 20th anniversary of Cognizin on the opening day of the expo at 3 p.m. The following day, visitors will have the opportunity to meet racecar driver Lynsey Brewer. This multifaceted booth is a must-visit for attendees.



Clean Focus vs the Crash

Why Consumers Are Reconsidering Their Morning Routine

Frantic bursts of caffeine-fueled energy end in a crash. Consumers are looking for “clean focus” alternatives, like the nootropic ingredient Cognizin® Citicoline. It’s clinically researched to support attention and focus, so you can give consumers an ingredient that keeps them focused.*

Learn more at [Cognizin.com](https://cognizin.com)

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Cognizin is a trademark of Kirin Holdings Co., Ltd.
Copyright © 2023 KYOWA HAKKO U.S.A., Inc. All Rights Reserved.



Cognizin®
For the evolution of your mind®

Patented | Heat-stable | GRAS | Allergen-Free | Non-GMO | Vegetarian | Water-soluble

What's Happening at the KSM-66 Booth?

Booth #4852

This year, KSM-66 will be honoring Indian traditions and the importance of the Ashwagandha root with a series of events at their booth.

You are invited to stop by and join us!



+ Indian Dance Performances

Wednesday, October 25 &

Thursday, October 26

10:30am, 12:30pm & 2:30pm

+ Traditional Ashwagandha Masala Chai Tea Service

Wednesday, October 25 &

Thursday, October 26

KSM-66 will provide a traditional tea service using sustainable clay cups that can be reused, repurposed, or recycled.



+ Appreciation Gift

If you are using Ashwagandha in your current formulation, please stop by for an exquisitely crafted surprise gift as an appreciation for your support.



Sponsored by:



KSM-66
Ashwagandha®

WORLD'S BEST ASHWAGANDHA

Continued from pg. 67

SupplySide Stage: Menopause is the new vegan – An opportunity to serve the midlife consumer in a commercially purposeful way

12:45 to 1:15 p.m., Booth #5670

With leading insights from the U.K., this is an unmissable session to help brands understand the commercial and purposeful opportunity of catering to the underserved menopausal audience.

This session is sponsored by GenM.

SupplySide Studio: Industry leaders take on industry issues

1:00 to 3:00 p.m., Booth #4519

by Josh Long

Natural Products Insider senior editor Hank Schultz and I are planning to interview many of the industry's movers and shakers, including executives in the C-suite. In these short on-camera interviews, we'll explore the state of the economy and financial health of the industry; ingredient research and innovation; regulatory challenges; diversity, equity and inclusion (DEI), trends at SupplySide West and more.

The experts who will go "on record" include representatives of ingredient suppliers, consumer brands and others that power the nutraceuticals market.

FiNA Theater: How to handle a product recall like a pro

1:30 to 2:00 p.m., Booth #1350

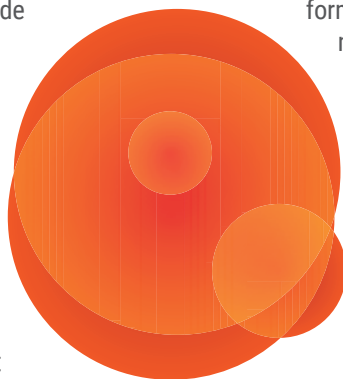
by Amanda White

The word "recall" can be a source of fear and panic for many CEOs and compliance leaders in the food industry. But it's a reality of doing business, and it's important to be prepared in case a recall does happen.

In this session, Heather Fairman, CEO of DF Guardian Consulting, and Marc Ullman, of counsel at Rivkin Radler, will discuss the fundamentals of product recalls, including:

- Understanding that "recall" is not necessarily a bad word, and is sometimes necessary to protect public health.
- Learning how to identify potential recalls and develop a recall plan.
- Understanding the importance of communicating with customers during a recall.
- Distinguishing between a recall and a market withdrawal.

This session is essential for any CEO or compliance leader in the food industry who wants to be prepared in case a recall does happen. By learning the fundamentals of product recalls and the insights shared by Fairman and Ullman, you can help minimize the damage to your brand and business if one does occur.



SupplySide Stage: Top supplement market trends

1:30 to 2:00 p.m., Booth #5670

by Bill Giebler

The supplement market swung from record-high growth to record-low growth between 2020 and 2022, significantly impacted by the pandemic, economy, inflation and more. Through proprietary Nutrition Business Journal (NBJ) market sizing and consumer data, learn how these forces shaped underlying industry trends. More importantly, gain insight into the categories, conditions and channels that are winning and losing in today's market—and how that shapes key opportunities in the coming years.

FiNA Theater: The future of food is upcycled: Meet 3 ingredients leading the way

2:15 to 2:45 p.m., Booth #1350

by Heather Carter

Are you still trying to figure out how upcycling is impacting the food and beverage industry? If so, this is the session for you. Learn more about the origins of upcycled ingredients, how to source them and sustainable

formulations you can develop to help promote a more circular economy. Join me and Upcycled

Food Association (UFA) CEO Angie Crone for a mini awards ceremony showcasing three top innovators in the upcycled ingredient sector.

Then, gain some insight from a panel of industry experts utilizing these ingredients, including Jason Leibert, chief growth officer of MSP Starch Products Inc. (Solnul); Sean Bredt, CEO of Outcast Foods; and Andrew Richard, founder and CTO of Comet Bio. Beyond what upcycling means to industry, gather more

information about how to utilize upcycled ingredients in food and beverage products, various opportunities and challenges relating to formulation, and the importance of consumer appeal when crafting upcycled products.

SupplySide Stage: Game-changing MoCRA regulations for cosmetics: What to know and what the future holds

2:15 to 2:45 p.m., Booth #5670

by Duffy Hayes

MoCRA—it sounds like a Japanese movie monster, but in reality it's the catchy name for newly arriving federal regulations for cosmetic makers and ingredients.

The Modernization of Cosmetics Regulation Act of 2022 (MoCRA) was enacted in December 2022 and will make significant changes to the regulation of cosmetics in the United States. MoCRA establishes new requirements for cosmetics, including facility registration, safety substantiation, GMPs (good manufacturing practices), adverse event reporting and labeling.

Join us for a session that will wrap up all the details ingredient companies, contract manufacturers and, of course, cosmetics manufacturing companies will need to know.

Michael McGuffin, president of the American Herbal Products Association, will lay out specifics of the new regulations, as AHPA is concerned about the potential impact of the safety substantiation requirement on cosmetic products containing herbal ingredients, especially those produced by smaller companies.

The new requirements include expanded adverse event reporting, as all serious adverse events associated with the use of a cosmetic product must now be disclosed. Ryan Seaverson, director, quality and compliance, SafetyCall International, will guide the audience through all the particulars when it comes to AERs.

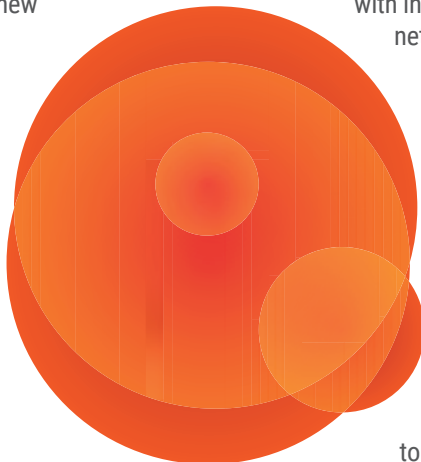
The timing of the session is right on schedule as the deadline for compliance with most of the new requirements is Dec. 29, 2023.

FiNA Theater: State of sweeteners

3:00 to 3:30 p.m., Booth #1350

by Natalia Franca Rocha

This thought-provoking session delves into the captivating world of sweeteners, standing as a beacon of enlightenment in an era where sweetener choices are as diverse as consumer preferences. Navigating the intricate landscape of sweetener selection is no small feat, as considerations span from formulation precision and target audience appeal to caloric impact and regulatory compliance across different regions. The health narrative takes center stage, addressing the pressing concerns posed by escalating rates of obesity and diabetes. With growing scrutiny surrounding the safety profiles of natural and alternative sweeteners, gaining clarity in this arena is a must. "The science and policy of sweeteners is rapidly evolving, which creates constant headlines and often raises questions in the minds of consumers," noted event speaker Rachel Cheatham, Ph.D., a visionary leader and founder of Foodscape Group LLC. "By turning this tumultuous state of sweeteners into a positive impetus for developing a brand position on sweetness, formulators can confidently choose a curated mix of sweeteners geared toward specific consumer segments." Uncover the pulse of consumer preferences, dive into cutting-edge scientific research, and glean insights that will steer your product development endeavors and inform your strategic ingredient procurement decisions.



SupplySide Stage: Joining & building inclusive communities in the supplement industry

3:00 to 3:30 p.m., Booth #5670

by Sandy Almendarez

One of the many reasons I love the supplement industry is because it accepts many, and continually strives to be more welcoming. The more differences in opinion, thoughts and backgrounds we have, the more chances we have to serve the community at large with diverse offerings to improve health. I applaud and honor those in the industry who have taken definitive steps to create a larger space for everyone in our industry. In the SupplySide Stage "Joining & building inclusive communities in the supplement industry," we'll hear about two such organizations that have launched in recent years. Franck Gillet, co-founder, Naturally Proud Network, will speak about how the nonprofit group provides a place where

LGBTQ+ industry members and their allies can connect with industry peers and find an international network where everyone feels welcome.

Michelle Martin, president and COO, Cypress Systems Inc., will highlight another organization, Women in Nutraceuticals (WIN), and speak to its mission to empower women in nutraceuticals to unlock their personal and professional potential.

It's my not-so-secret hope that attendees of this session not only join and promote the two organizations we have on stage, but that a few individuals find a spark of inspiration to create other organizations that further create an environment in the nutraceutical space to ensure more people feel like they belong. Maybe next year, we can feature supplement trade organizations focused on veterans, people from various racial and ethnic backgrounds, those with disabilities or other professional groups. Who knows?

FiNA Theater: Ensuring ethical supply chains: Navigating the EU due diligence directive and challenges of alternative ingredient sourcing

3:45 to 4:15 p.m., Booth #1350

by Natalia Franca Rocha

Discover the future of responsible sourcing by delving into the intricate realm of the EU Due Diligence directive, uncovering its profound impact on worldwide resourcing and supply chain visibility. This engaging session will delve into the core requisites of the directive, equipping businesses with actionable insights to seamlessly integrate ethical practices across their supply networks.

Nicolas Carbonnelle, partner at Bird & Bird, will unravel the complexities of alternative ingredient sourcing—an

Continued on pg. 80

SupplySide[®]
WEST

PRESENTED BY



KSM-66
Ashwagandha[®]

WORLD'S BEST ASHWAGANDHA



Fi North America

Show Dates:
Oct 23 - 27, 2023

Expo Hall:
Oct 25 & 26, 2023

Mandalay Bay,
Las Vegas, NV

Thank you to our Official Colors Sponsor!



California
NATURAL COLOR

Visit them at Booth #4064

California Natural Color is a supplier of premium fruit and vegetable concentrates, natural colors, and grape seed extract. Our patented crystal color technology has revolutionized the natural color industry, offering unique product solutions for developers within the food, beverage, pet food, and nutraceutical industries. With a 5-year shelf life and an exceptionally high color concentration, our unique crystal color solutions offer superior stability and enables a clean label with zero calories in use. Our commitment to quality, product innovation, and customer solutions has made us a leader within the industry.

californianaturalcolor.com



Company: Lubrizol Life Science

Contact: Isabel Gómez

Title: Global Marketing Manager

Website: <https://www.lubrizol.com/Health/Nutraceuticals>

SSW Booth #:3076

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

In line with our new consumer-led, insights-driven Nutra 2.0 mission, "Connecting the dots: guiding supplement makers through the consumer mind," Lubrizol Life Science has recently developed a formulation for LIPOFER™ pectin-based, iron-fortified gummies. Along with providing a source of iron to consumers, they are plant based, non-GMO, gluten free and allergen free.

Gummies are a popular format for nutraceuticals due to their appealing and convenient administration. Typically, iron gummies on the market are fortified with conventional iron salts, such as ferrous fumarate, which are usually associated with an unpleasant metallic taste, upset stomach, hardened texture and changing color. However, Lubrizol's gummy formulation provides good stability, enhanced bioavailability and a reduced metallic taste for consumers.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

To help our customers stay aligned with consumer demands and differentiate their products in a crowded marketplace, Lubrizol has invested heavily in nutraceutical consumer research, ensuring that our products effectively target consumer demands.

As part of our mission to understand nutraceutical market drivers, Lubrizol partnered with 113 Industries, an AI-driven consumer behavior research company, which analyzed conversations surrounding the dietary supplement sector. The findings showed that consumers are seeking products that both contain clinically substantiated ingredients with proven benefits and offer sensory appeal to satisfy the more intangible, emotional side of the consumer's mind.

This research is reflected in Lubrizol's nutraceutical portfolio, which offers science-backed, proven solutions designed for a wide range of products such as syrups, gummies and sticks, providing key sensory benefits such as taste, mouthfeel and visual appeal.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

We will continue to utilize our technology platforms to develop ingredients that address technical unmet needs. For example, we are currently developing a microencapsulated source of vitamin C that is both protected from oxidation and water dispersible, thereby enabling the formulation of stable liquid supplements.

To guarantee against supply chain challenges and ensure traceability, we maintain strong relationships with reliable suppliers that provide us with appropriate certifications upon request.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

At our booth (#3076), visitors will have the opportunity to try our tasty pectin-based Lipofer gummies. These showcase Lubrizol's customer-focused approach, as we provide sensory and nutritional benefits in a single product.

We will also be presenting NEWCAFF™, a microencapsulated source of caffeine that provides a sustained release, prolonging caffeine's stimulating effect while masking its bitter taste. Also explore MAGSHAPE™ microcapsules, a concentrated source of magnesium with minimized metallic taste to improve muscle relaxation for more restful sleep.

These ingredients enable our customers to create robust, effective products, helping them differentiate themselves with premium quality.

LIPOFER™ for iron gummies

A simple process and stable ingredient for formulators.

Enabling a convenient, great-tasting, plant-based supplement for consumers.

Backed up by
Lubrizol Life Science (LLS) – Health's
consumer-led approach.

Our research ensures that our ingredients align with consumer demands for effective and sensory-appealing products.

LIPOFER™, the able iron, is a water dispersible source of iron in nutraceutical gummies, providing:

- Good bioavailability
- Reduced metallic taste
- No gastrointestinal irritation

Schedule a meeting with us and meet us at Booth #3076



Company: Molecular BioLife
Contact: Robert den Hoed
Title: CEO
Website: molecularbiolife.com
SSW Booth #: 7280

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

We have developed new extraction methods of unique collagen types for targeted use cases.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

We typically develop products 5 to 10 years before they become a popular supplement. With a robust R&D department, we can quickly meet market needs and supply industry trends, including high-quality products at low prices.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

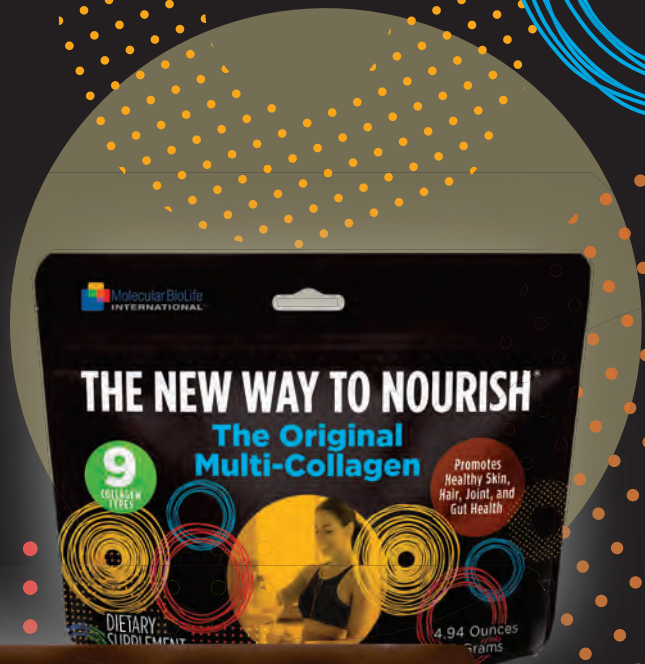
We invest heavily in quality-control measures to ensure we exceed the increasing quality and safety required from consumers and regulatory bodies. We are also continuing to vertically integrate our raw material supply to maintain a consistent supply of our products.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

We combine art and science in our process. Guests will learn how our innovative collagen extracts can be used to benefit their operations.

THE NEW WAY TO NOURISH®

Multi-Collagen Supplements with 9 Different Collagens



CORE COLLAGEN®

Literally the basic structure and support for the body* with Collagens IV, V & VI



Hydrolyzed
EGG MEMBRANE®

Elevates the activity and promotion of fibroblasts, supporting joint and skin health*



BALANCED KOLLAGEN®

Improves alkalinity levels for connective tissue health and maintenance* with Collagens I, II, V, & X



Kollagen
Type 2®

Joint support providing cartilage tensile strength and elasticity* with Collagen Type II

Visit us at Booth 7280 or at www.molecularbiolife.com

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Continued from pg. 74

issue of increasing significance in today's conscientious consumer landscape. Gain unparalleled perspectives into the multifaceted challenges confronting organizations striving to meet stringent regulations and evolving customer expectations. Join us to expand your understanding of responsible business practices and arm yourself with indispensable strategies for amplifying transparency, ensuring compliance and fostering sustainability across global supply chains.

SupplySide Stage: Holistic health: Where the natural products industry and health care intersect

3:45 to 4:15 p.m., Booth #5670

by Hank Schultz

In a first-of-its-kind session, Holistic Primary Care News for Health & Healing magazine and Nutrition Business Journal will team up to present the results of a survey of holistic health practitioners. The presentation will provide insights into what these practitioners are looking for from the dietary supplement industry, and how this sector is positioned to serve a growing segment of the population while benefiting the responsible supplements industry. I'm excited to moderate the conversation, which features presenters Erik Goldman, editor of Holistic Primary Care magazine, along with Erika Craft, data analyst at NBJ.

FiNA Theater: Go nuts: Formulation and sustainability considerations

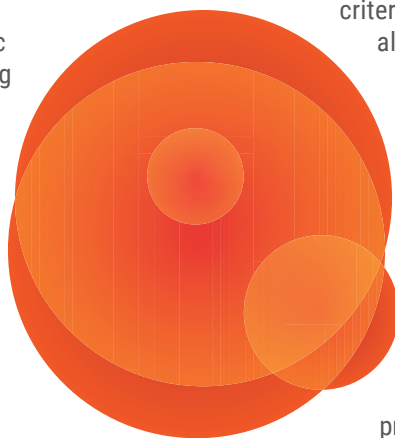
4:30 to 5:00 p.m., Booth #1350

by Heather Granato

Nuts continue to grow in popularity among consumers and product developers, as they are a healthy inclusion that's versatile in flavor profile and ability to fit into different kinds of products. However, many considerations are at play—from sustainable sourcing to product development to safe product techniques—when looking to deliver to consumers a great new offering. Consider the issue of allergenicity, which requires careful consideration of handling and processing factors, according to speaker Pablo Coronel, Ph.D., with the CRB Group. He added, "In addition to a strong allergen management and segregated warehousing and storage plan, extended cleaning and sanitation are needed to remove all allergens from the equipment and environment. These cleaning practices must be supported by environmental monitoring and cleaning validation. Do not underestimate the critical

nature of employee training on allergen awareness, procedures and protocols."

This session will also look at the hot issue of sustainability, as not all nuts have the same impact, which is further affected by a company's location and supply chain needs. Nova Sayers of HowGood noted, "When it comes sustainability, you'll learn how nuts can be a tool to reverse climate change, when imported is better than domestic, and that almonds aren't always the most water-thirsty option." And final speaker Mary Mulry, Ph.D., will dive into the considerations that can affect you on bench—from taste and texture to inclusion levels for maximum impact. Join this interactive panel discussion as we explore trends and techniques, ingredient selection criteria to meet sustainability demands, and allergen management through production.



SupplySide Stage: Adulteration update: Specifications, detection & how you can help stop the resale of irreparably defective ingredients and products

4:30 to 5:00 p.m., Booth #5670

by Jon Benninger

Leading dietary supplement brands and ingredient suppliers are adopting the "Burn it, don't return it" standard operating procedure (SOP) developed by the Botanical Adulterants Prevention Program (BAPP), an industry coalition of more than 200 companies and organizations concerned with economic adulteration in the supply chain. Representatives from the American Botanical Council (ABC) will share the latest updates and tools available to detect and stop the dangerous practice of economic adulteration. This well-thought-out program is designed to eliminate irreparably defective articles (IDAs) from the market, raising the quality bar for all and pushing back against anyone who seeks to defraud buyers for their own economic gain. Join me and ABC Founder & Executive Director Mark Blumenthal, ABC Chief Science Officer Stefan Gafner, and BAPP SOP principal author Michael Levin as we help you and other industry leaders shut down the crooks.

LGBTQ+ Allies Networking Reception

5:30 to 7:30 p.m., South Pacific Ballroom F

by Fran Schoenwetter

SupplySide West & Food ingredients North America strives to promote diversity and inclusion within the industry for our LGBTQ+ peers and colleagues. Join community members and allies and kick off SupplySide West with an evening of drinks, apps, networking and fun!

This reception is produced in partnership with Naturally Proud Network. ■



Company: Natural Remedies

Contact: CHS Aravind

Title: Head of Global Marketing

Website: naturalremedieshumanhealth.com

SSW Booth #: 5047

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

At Natural Remedies, we are always looking for ways to improve the science behind our products and bring value-based branded ingredients to our customers. Holixer™ is a classic example in the trending stress and sleep category. Holixer™ is developed using a unique bioactive optimization technology (B.O.T.™) to achieve Ocimum-Bioactive Complex (OBC™), the active complex of five bioactives. This patent-pending method is a breakthrough in developing innovative herbal extracts with enriched bioactives at low doses.

Holixer™ is non-habit-forming and has no known side effects. Holixer™ is a safe and effective natural choice to manage stress and improve sleep. More studies on Holixer™ are underway and expected to further validate its efficacy and safety. We believe Holixer™ has the potential to become the top ingredient in the stress and sleep category with excellent initial consumer experiences.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Natural Remedies is a leading provider of science-backed botanical branded ingredients for the health and wellness industry. We are committed to providing innovative products that exceed customer expectations. Our branded ingredients cater to trending categories, including Holixer™ for stress and sleep management, BacoMind® for cognitive health, GutGard® for digestive health, Turmacin® for joint health and AP-Bio® for immune health.

Our dedicated R&D team is a strong force behind our innovative and validated approaches. With 40-plus scientists, we have over 130 scientific publications in peer-reviewed journals, over 220 phytocompounds isolated for global reference standards and 100-plus monographs contributed to various pharmacopoeias.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

At Natural Remedies, we believe that herbs can be a powerful source for improving health, and we are dedicated to researching and developing new ways to use herbs to bring health and happiness. We have a strong focus on clinical research and have conducted numerous studies on the efficacy of our products. Our team of herb science experts are constantly working to learn more about the benefits of herbs & harness it for health & happiness.

We are also committed to sustainability, with a sustainable supply chain program (Herb Secure™) in place for our branded ingredients, ensuring good practices in agriculture, collection, manufacturing, laboratory and quality. We believe that science-driven herbalism is the future of healthcare and are proudly driving initiatives on this front.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Natural Remedies will showcase our latest science-backed branded ingredients. At booth #5047, visitors will learn about new advancements in our clinically studied, scientifically validated branded ingredients in trending categories. We will engage visitors in meaningful activities like our "BacoMind® Cognitive Challenge" and "Let's Talk Sustainability" activities, taste delicious prototypes of our branded ingredients and take a virtual reality tour of one of our farms.



HOLIXER™

Low Dose Solution for Stress & Sleep Quality

- No. 1 branded Holy basil extract
- Ocimum-bioactive Complex (OBC™) for Stress & Sleep management
- Acute Stress: Clinically validated via Gold standard objective parameter MAST
- Everyday Stress: Clinically validated via unique objective parameter Hair Cortisol



Know More

BacoMind®

The Most Potent and Trusted Bacopa

- No. 1 branded Bacopa extract
- Only brand with nine-bioactives for cognitive health
- Supports learning, memory, attention and cognitive abilities in children and adults
- Safety established in human clinical study



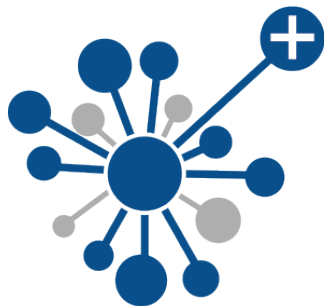
Know More



Sustainably sourced with full control over our quality and supply chain.

Want to know more?

naturalremedieshumanhealth.com or hhp@naturalremedy.com



Company: Newgen Biotech USA Inc.

Contact: Jim Titus

Title: CEO

Website: newgenbiotech.com

SSW Booth #: 2951

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Newgen Biotech USA continues to expand our quality production, adding new enzymes and probiotics and rounding out our beta-glucan offerings. We also have created a new way to extend the shelf life of probiotics.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Newgen Biotech USA is a global company that is involved in a number of key industries at many levels. We work closely with the U.S. Department of Health and Human Services, FDA and GMP auditors to maintain the most current and highest standards. We have found that by putting quality at the forefront of market needs, the rest tends to follow suit rather naturally.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

We anticipate in the next 5 to 10 years two major expansions, both on the fermentation side and the contract manufacturing side. The more we control from fermentation to end client, the more we can ensure a quality supply chain and sustainability in the market.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

You will find a very highly trained staff that has decades of experience throughout the industry as it applies to enzymes, probiotics and, in the last 5 years, beta-glucans and quality. The staff can discuss any topic from conception to market realization and looks forward to assisting with the unique needs of each potential client.



**Newgen
Biotech USA[®]**

newgenbiotech.com

Enzyme Manufacturer of Tomorrow **WE ARE ALREADY THERE!**

NSF & "Pharmaceutical" GMP • USFDA Drug Master Files

Manufacturer Direct • Full Range of Enzymes

Local Stock • Formulate & Blend • Newest Innovations



DALLAS, TX 75234 U.S.A.

NSF

WEDNESDAY BRIEFS

Have your cake and eat it too with Breakfast and Lunch Briefs

by Karen Raterman

Innovation is the name of the game in product development, so we know your SupplySide West schedule is packed—so many booths to visit and so much educational content to absorb. Who has time to eat? **Breakfast and Lunch Briefs**, being held Wednesday, Oct. 25, can help you keep learning and fill up your tank at the same time—a necessary proposition for these full trade show days! Gather the latest information and intelligence on new ingredients, their science, formulation techniques and delivery options to help you stay on top of the trends and function at optimal efficiency. (Separate registration and fee for each brief is required.)

Breakfast Brief: Breaking boundaries in the science of lutein across the life span

8:30 to 10:00 a.m., South Pacific Ballroom C

Editor's note: Most Briefs descriptions adapted by Jen Kieffer.

Lutein is established as an essential carotenoid for eye health. However, its essential role across the life span, beyond eye health, is an area of exciting research. As some of the original lutein experts advancing the science for more than 25 years, Kemin invites you to join with researchers in the continuous discovery to clearly understand and illuminate lutein's role in early life. Four esteemed independent researchers, all with doctoral degrees—Paul S. Bernstein, Emmanuel Kofi Addo, Carol Cheatham and Naiman Khan—will speak on the benefits of lutein during pregnancy for mom and baby, as well as for cognition in toddlers and school-aged children, respectively.

This brief is sponsored by Kemin.

Breakfast Brief: New university studies show efficacy of CBD/CBDA for key areas of human health

9:00 to 10:00 a.m., South Pacific Ballroom A

Despite continued regulatory challenges, the science behind full-spectrum hemp, including CBD/CBDA, continues to show positive human health effects. Recent studies with university partners such as Johns Hopkins and Sonoran University demonstrate the efficacy and pharmacokinetic benefits, especially in the acidic form (CBDA). Learn about results impacting anxiety, pain, sleep, cognitive performance and overall well-being. Beth Dresser, VP of business development at Cultivate Biologics, will lead the session, featuring

speakers Robby Davis, Ph.D., senior director of R&D, Cultivate Biologics; Jeffrey Langland, Ph.D., joint faculty member, Southwest College of Naturopathic Medicine, now Sonoran University of Health Sciences; and Joe Wakshlag, DVM, Ph.D., chief medical officer for ElleVet Sciences and professor of veterinary medicine, Cornell University.

This brief is sponsored by Cultivate Biologics.

Breakfast Brief: Tired of leaking softgel capsules? Learn how to improve softgel seams and process efficacy

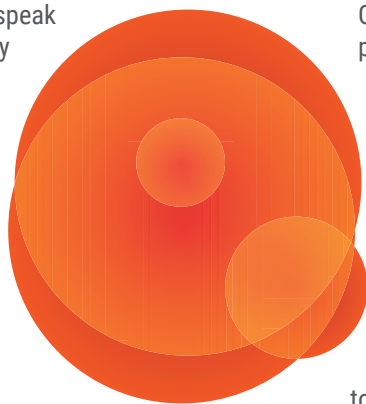
9:00 to 10:00 a.m., South Pacific Ballroom B

GELITA introduces its latest innovation: EASYSEAL—a pharmaceutical-grade softgel gelatin that improves capsule seams and helps softgel manufacturers to improve production and efficiency. Learn how to: significantly reduce leaking softgels, manufacture with higher machine speed, increase yield, reduce production costs, enable fills that usually cause high leaker rates (e.g., lecithin), manufacture resource-efficiently, not waste expensive fills and avoid cleaning capsule batches.

Join the Breakfast Brief to learn how to revolutionize your softgel production by changing only one parameter: the gelatin. EASYSEAL was developed by GELITA; pilot-trials were made in cooperation with the University of Heidelberg, Germany; and proof of concept was demonstrated on the equipment of several softgel manufacturers. Speakers from the company include Stephan Hausmanns, Ph.D., head of marketing management, BU performance solutions; and Michelle Montgomery, Ph.D., senior manager for performance solutions technical service.

This brief is sponsored by GELITA.

Continued on pg. 88





NutraShure

Company: NutraShure
Contact: Brandon Sojka
Title: Founder
Website: www.nutrashure.com
SSW Booth #: 7379

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new/innovative things your company has accomplished in the past 2-3 years that have impacted or will impact our industry?

NutraShure represents novel patented ingredients sourced from world-class pioneering researchers. We meet raw ingredient needs by offering turnkey-focused solutions to minimize and limit any supply chain disruptions.

The backbone of NutraShure is providing ingredients that are unique, innovative, and clinically studied. We supply branded ingredients that elevate human performance and overall wellness. Our goal is to increase the overall quality of day-to-day life using consumer data, patent-protected IP, and rigorous preclinical/clinical research.

Two of our newest ingredients, Polynol™ and 3DPump Breakthrough®, are disrupting the beauty-from-within and sports nutrition spaces. Polynol's antioxidant profile from all-natural sugarcane extract is a great example of a unique, clean ingredient option in the beauty-from-within space. 3DPump Breakthrough uses patented pump technology to bring innovation to the sports nutrition market for enhanced blood flow and nitric acid benefits.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Staying on top of industry trends helps us define what is needed from an ingredient standpoint. NutraShure stays on top of industry trends from multiple different angles such as understanding the needs of our customers and the demands of consumers in the market. We also attend consumer product goods tradeshow and conferences to understand the "right now" top new products in the market.

3. What do the next 5-10 years look like for your company? What changes in the market, supply chain challenges or sustainability concerns are you preparing for?

Acquiring and marketing ingredients with unique and synergistic mechanisms of action is a top goal of NutraShure. As marketing trends and consumer demands change, our 5-10 year goal is to provide a wide variety of ingredients in multiple benefit areas. We are committed to

growing our ingredient portfolio to focus on health and nutrition trends not only in the dietary supplement space but also in the functional food and beverage markets. We will continue to focus on delivering unique quality ingredients to the marketplace and incorporate sustainability and transparency into our corporate strategy.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Attendees will find a wide variety of branded ingredients at our SSW booth. NutraShure will showcase its branded ingredients including Polynol™, 3DPump Breakthrough®, BetaPrime®, and Carafame™. The cutting-edge ingredients promote overall well-being and optimal health in the following benefit areas: beauty-from-within, sports nutrition, cellular health, cognition, stress support, and joint health.

Polynol, used in the beauty-from-within and health-aging categories, is a sugarcane extract rich in antioxidants. The ingredient possesses bioactive properties that can enhance the overall health and wellness of cells within the body. Polynol offers antioxidant benefits that support skin health, overall skin appearance, and healthy cellular aging.

3DPump Breakthrough® is a triple-action pump ingredient combining L-citrulline, high-yield glycerol, and a standardized extract of amla fruit. The complementary mechanisms of action results in enhanced nitric oxidized production and maximized muscle pump for optimal performance benefits. 3DPump's most recent study showed 3g of L-citrulline achieved similar results on acute muscular endurance, muscle damage and inflammation, and appendicular muscle girth compared to 8g of L-citrulline.

BetaPrime is a patented ingredient consisting of jujube seed extract, L-theanine, and celastus paniculatus seed extract. BetaPrime is primarily used to optimize the tolerability of beta-alanine which has been shown to mitigate beta-alanine induced paresthesia. The unique combination offers benefits of mood enhancement, stress support, and cognitive health benefits.

Carafame contains a powerful trifecta of nutrients that offer a novel and synergistic approach to maintaining cellular health, managing joint discomfort, and promoting a healthy inflammatory response. The unique synergy between the ingredients found in Carafame- butyrate, carotenoids, and beta-caryophyllene demonstrates significant reductions in NF-kB phosphorylation.

CLINICALLY STUDIED PATENTED INGREDIENTS

Visit Us
SSW Booth
#7379

Beauty-From-Within – Sports Nutrition - Stress and Mood Support - Cognitive Health



The antioxidant powerhouse from sugarcane extract promotes healthy looking skin, cellular health, & blood sugar levels.



The patent protected triple action pump is packed with L-citrulline, high-yield glycerol, & amla fruit extract to support muscle pump, enhanced nitric oxide levels, cardiovascular health, & sexual health.



The beta-alanine protagonist is loaded with jujube seed extract, L-theanine, & celastus paniculatus seed extract to support mood enhancement, cognitive health, and stress.



The cellular health trifecta includes butyrate, carotenoids, beta-caryophyllene to promote healthy joint health, weight management, & liver health.

Continued from pg. 85

Breakfast Brief: The next anti-aging revolution: Beyond NMN and NAD precursors

9:00 to 10:00 a.m., South Pacific Ballroom D

FDA's decision that NMN is no longer a dietary ingredient is problematic for many brand owners. But other cost-effective options exist for NAD precursors, and autophagy-promoting nutraceuticals offer the next anti-aging revolution as a complement to NAD precursors, or as a whole new category. Find out more from Gene Bruno, MHS, RH(AHG), chief scientific officer, Nutraland USA, and learn about science showing that vegan, plant-based autophagy promoters provide other potential benefits in supporting cognition, hair growth, cardiovascular health and more, in addition to healthy aging.

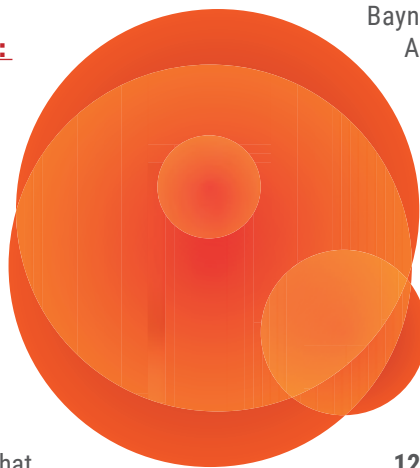
This brief is sponsored by Nutraland USA.

Breakfast Brief: The next frontier: The gut, skin, hair trilogy

9:00 to 10:00 a.m., South Pacific Ballroom J

The human body is a masterpiece of underlying interconnections, and understanding the gut-skin-hair axis can provide a road map for health. Vidya Herbs has crafted not just a product, but a truly new health experience. Delving into the heart of nature wisdom with saw palmetto and pioneering customized probiotics, Vidya has ignited transformative shifts health that generate hair vitality. Standing at the crossroads of where nature's elegance meets the brilliance of technology, the company is merging extracts, ceramides and probiotics—sculpting the future, and crafting the next chapter of holistic wellness, beauty and balance. It's time to reimagine health through the lens of the gut-skin-hair axis. Speakers from the company include Subhendu Nayak, director of formulation; Aleksander Richards, director of clinical R&D; and Rishi R. Trivedi, Ph.D., commercial director of probiotics.

This brief is sponsored by Vidya Herbs.



Lunch Brief: What's new for Ubiquinol: Reproductive health and healthy aging science—formulation and format opportunities

12:00 to 1:00 p.m., South Pacific Ballroom A

Join a Kaneka scientific expert as she shares updates on Ubiquinol science and the use of Kaneka Ubiquinol for reproductive health and healthy aging. Derived from Kaneka Q10, the company maintains it's the only all-natural, yeast-fermented and bio-identical coenzyme Q10 (CoQ10) available today. Also learn about utilizing new Ubiquinol formulations and delivery options from the Kaneka technical team—further cementing Kaneka Ubiquinol's place as a more absorbable ingredient than conventional CoQ10, restoring optimal levels of

CoQ10 quickly and efficiently in the body. Holly Bayne, esq., from the law office of Bayne &

Associates, moderates the discussion with Risa Schulman, Ph.D., president of Tap Root; and Kaneka Nutrients employees VP Ron Martin and Joshua Garey, technical manager.

This brief is sponsored by Kaneka Nutrients.

Lunch Brief: Fueling sports nutrition: Unveiling PeptENDURE – A new performance-enhancing protein for endurance

12:00 to 1:00 p.m., South Pacific Ballroom B

In this captivating Lunch Brief, Martin Walter, GELITA's healthy aging and sports nutrition category manager, delves into the exciting realm of endurance sports. He will discuss today's nutritional options and how PeptENDURE, a performance-enhancing protein, may reshape the landscape of competitive race preparation. Walter will shed light on the science behind the ingredient and the remarkable benefits it offers to endurance athletes, and discuss how PeptENDURE complements your existing solutions and can fuel growth for your sports nutrition brands.

This brief is sponsored by GELITA. ■



Company: NutriLeads BV
Contact: Steve Meredith
Title: U.S. Sales Representative
Website: benicaros.com
SSW Booth #: 3341

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

NutriLeads introduced new ultra-low-dose precision prebiotic that creates numerous innovation opportunities in foods, beverages and supplements. Clinical research demonstrates that just 300 mg daily of BeniCaros®, a rhamnogalacturonan-I (RG-I)-enriched fiber from upcycled carrot pomace, trains the immune system to respond faster, smarter and stronger. BeniCaros also consistently increases beneficial gut microorganisms, including *Bifidobacterium longum* and *B. adolescentis*, independent of varying starting gut microbiota compositions.

Award-winning BeniCaros also meets consumer desires for multiple clinically proven product benefits (immune plus gut health) and attributes, including plant based, organic and upcycled. BeniCaros is tasteless, odorless, water soluble and heat/pH stable. Its favorable formulation properties and small daily serving size—a fraction of traditional prebiotics—make BeniCaros ideal for a wide range of finished product formats and applications.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

NutriLeads' multiyear partnership with FMCG Gurus helps us stay abreast of global consumer perceptions and expectations around immune health and nutritional supplements.

We sponsored an FMCG Gurus survey of consumer attitudes and perceptions related to immune health before, during and in the waning days of the Covid-19 pandemic. The research, which involved 45,000 adults in 15 countries on four continents, reinforced our optimism about BeniCaros' potential to contribute significantly to human health and well-being.

Long before Covid-19, immune health was a perennial priority among consumers. Pandemic concerns cemented this position.

In addition, immune health became closely linked to gut health amid growing consumer recognition of the gut microbiome's importance to overall health. It is clear that multifunctional immune and gut health ingredients, backed by credible clinical research, have tremendous appeal.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

NutriLeads plans to develop our RG-I technology platform and commercialize prebiotic fibers that offer a variety of health benefits. We will continue our rigorous preclinical and clinical research program that reveals the biological mechanisms and beneficial health outcomes of our ingredients.

Against this backdrop, we envision consumer understanding of the importance of a healthy gut microbiome continuing to grow. Gut health is the new frontier in human health research. There are tremendous opportunities to modulate gut health through natural dietary solutions, and to improve health and well-being.

We have a strong, scalable and sustainable supply chain. BeniCaros is upcycled from carrot pomace, millions of pounds of which are produced each year from juicing. NutriLeads captures the fresh pomace from the juicing process and begins our natural extraction process of BeniCaros from the carrot cell wall. We know which farms, fields and carrots are sourced in the production of BeniCaros, ensuring high quality and consistency.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Join us at SupplySide West booth #3341 to learn more about BeniCaros and RG-I from our scientists and senior managers. Gummy samples with BeniCaros will be available.



Elevate Your Gut & Immune Health Products with BeniCaros®

Looking to create plant-based products that enhance gut or immune health? BeniCaros®, our award-winning, upcycled precision prebiotic carrot fiber, consistently improves gut microbiota composition that is essential for health and well-being. BeniCaros is also clinically proven to train the innate immune system to respond faster and smarter.

BeniCaros' ultra-low daily serving of just 300 mg, seamlessly integrates into a wide range of products without compromising taste, texture, or odor. Elevate your products with groundbreaking innovation in gut and immune health!

Join our supplier presentation "Is Your Prebiotic Fast Food or Fine Dining" hosted by our Founder and Chief Scientific Officer, Ruud Albers on October 25th 11.00, Booth #3077.



Visit us at
Supply Side West,
booth number 3341



Thursday, Oct. 26, 2023

The second and final day of the exhibit hall is partnered with a variety of education sessions, from quick hits to deeper dives. The Expo Hall is open from 10 a.m. to 5 p.m.

A universe unfolding: Uncovering the mysteries of the microbiome and its connection to health

9:00 a.m. to 12:00 p.m., Islander Ballroom C
by Duffy Hayes

Although a lot of new information exists about the human microbiome, and microbiome-related studies are constantly expanding the available data on its composition and function, ingredient researchers are only beginning to understand the individual microbial species and their biological roles. Fortunately, artificial intelligence (AI) and machine learning are proving to be game changers in our understanding of these ever-growing datasets. Consumers, meanwhile, are becoming more aware of the potential benefits of probiotics for a variety of health conditions, such as digestive health, immune function and skin health.

The session will be divided into two sections: Ingredient innovation and development, and consumer messaging and retail data.

The first presenter, Bethany Henrick, VP microbiome at Brightseed, will explain how her company is using AI to discover plant bioactives and map them to specific modes of action. She'll be followed by Katarina Doma, senior research scientist with KGK Science. She will share some results from a groundbreaking study on the benefits of supplementation with a multi-species synbiotic during and after antibiotic treatment, a project done in conjunction with supplement brand Seed. Atlantia Trials CCO Barry Skillington will present on criteria to consider when conducting a microbiome-based clinical study, and Susan Hewlings, VP of research affairs at Radicle Science, will discuss prebiotic fibers and microbiome modulation. Sandra Saville, director of education and communication at the International Probiotics Association (IPA), will share how companies are unleashing the hidden power of probiotics, prebiotics and postbiotics on geroscience and aging.

The second half of the session will focus on the retail market for biotic ingredients and products. Brandon Casteel, VP of partnerships with SPINS, will share the latest consumer and retail trends in the biotic categories. Asa Waldstein, principal at the Supplement Advisory Group, will tackle claims, regulatory compliance and messaging around microbiome ingredients.

Finally, a moderated discussion panel will dive deep into many of the issues raised during the session, with panelists George Paraskevagos, executive director at IPA; Martin Felkner, international key account manager with Finzelberg GmbH &

Co. KG; and Ralf Jäger, co-founding partner of Incredovo LLC.

This session is produced in partnership with IPA and is underwritten by CHR Hansen, FrieslandCampina Ingredients and Lallemand Health Solutions.

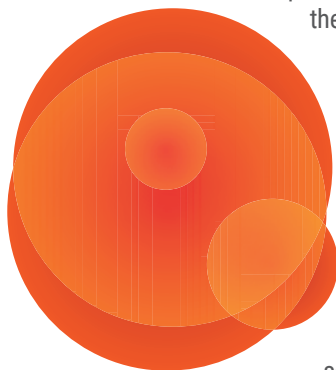
A day in the life of food science (FiNA)

9:00 a.m. to 12:00 p.m., Islander Ballroom H
by Karen Butler

Scientist Carl Sagan said, "Science is a way of thinking much more than it is a body of knowledge." The six food scientists speaking on this panel would likely agree. In preparing for this session, these brilliant thinkers took a hard look at the role of scientific advancement in future-proofing the food and beverage industry. Kantha Shelke, Ph.D., founder and principal of Corvus Blue, kicks things off with a wide-ranging look at the types of promises brands are making on their products and whether they really deliver. She'll also explore communicating product value, as well as how the scientific community can best elevate the voices and lives of those whose work is often exploited in the industry. Changqi Liu, Ph.D., an associate professor in food science at San Diego State University, follows. He'll talk about forging pathways to sustainable food innovations through interdisciplinary collaborations, whether that's nutrition, chemistry, culinary arts, biology, computer science, geography, anthropology or others. Lilian Senger, Ph.D., professor and program director of the food science program at Chapman University, provides a look at workplace preparedness to support the world's food needs. She'll explore the current and future state of industry and the role academic research plays. From skills to challenges, Senger will help arm scientists for the path ahead.

Leadership is a topic our next speaker champions. Candy Hall of Famer Michelle Frame, president and founder of Victus Ars and the Institute of Confectionery Excellence, highlights the importance of developing business acumen, strategic decision-making skills and effective communication methods—regardless of your job title. Then, Amy Usiak, R&D lead at JPG Resources, will delve into the product-development process. From working with a sensory team through prototyping and plant testing, and on through commercialization and launch, many variables need to be considered. Finally, snack specialist Kelly Connelly, owner of Little Food Lab, looks at recent trends such as gluten-free and sugar-free and how they can impact formulation. She'll also reiterate topline FDA requirements vital to the field.

Continued on pg. 94





Company: OmniActive Health Technologies

Contact: Sara Zoet

Title: Assistant Director of Global Communications

Website: omniactives.com

SSW Booth #: 3765

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

By investing in cutting-edge science and new technologies, OmniActive consistently delivers groundbreaking solutions that impact the market.

Debuting at SupplySide West, Lutemax Kids is the newest addition to the Lutemax family of premium, scientifically tested lutein and zeaxanthin ingredients. Supported by the first completed study of its kind, which reveals eye health and cognitive benefits for children, Lutemax Kids provides an effective dose of 10 mg of lutein and 2 mg of zeaxanthin, in a 5:1 ratio similar to what's found in the diet.

We are thrilled to introduce our latest formulation advancement in weight management and sports nutrition: Capsimax Next, powered by our revolutionary Evobead technology. Capsimax Next encompasses all the science behind the original Capsimax, while supporting the new upcoming vegetarian and vegan standards and boasting a lower carbon footprint.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

OmniActive brings innovative solutions to meet market needs through thorough analysis, valuable insights and customer feedback. We are excited to officially launch Sleeproot at SupplySide West, a breakthrough sleep solution with a 200 mg dose. Sleeproot is a plant-based nonhormonal product clinically studied to support various aspects of sleep quality. Its low-dose efficacy makes it ideal for challenging delivery systems like gummies. Visit our booth to experience delicious prototypes, and get a sneak peek into our next innovation, Zenroot, targeting calm and stress support.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

In the coming years, sustainability and supply continuity will pose even greater challenges to our industry. But OmniActive has taken proactive measures to help our customers navigate this constantly evolving landscape.

Our efforts begin by providing our more than 10,000 farmer partners the stability and resources to succeed, which builds trust within the supply chain and addresses the needs of local communities. Through OmniActive's nonprofit Improving Lives Foundation, we focus on three core pillars: health, environment and education.

To ensure a reliable supply, we continuously update and expand our operations. We recently renovated our state-of-the-art manufacturing facility in Hosur, India. This expansion, plus our fully integrated supply chain for Lutemax, builds on already established redundancies and excess inventory in key markets, helping OmniActive mitigate supply disruptions for our valued customers.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Experience a sensory journey at our tasting station. Indulge in gummies and beverages infused with Lutemax 2020 and Lutemax Kids, enXtra for a caffeine-free energy boost, Sleeproot low-dose valerian extract, Curcuwin Ultra+ for enhanced joint and mobility support, Ginger high-potency ginger and Zenroot ashwagandha.

We invite you to converse with Rushva Parihar, sustainability authority, TEDx speaker, United Nations representative and head of OmniActive's Improving Lives Foundation. Hear him speak during the SupplySide Supplier Presentation "Sustainability now! Social and environmental responsibility in action" on Oct. 25 at 11:30 a.m.



Support eye and brain health at every age



Lutemax
Lutein and
Zeaxanthin
Kids

In a first-of-its-kind completed lutein and zeaxanthin study in children, Lutemax Kids was shown to:

- + **Reduce** eye strain from blue light
- + **Increase** visual processing speed
- + **Improve** attention, concentration, and focus

Sustainably sourced from seed to sale, lutein and zeaxanthin from OmniActive is a single source ingredient in a 5:1 ratio, similar to what's found in the diet.

Learn more about our Lutein for Every Age campaign at Supplyside West Booth 3765.

.....> **SCHEDULE A MEETING WITH US** <.....

Continued from pg. 91

Whether you're looking to advance your career in food science—or simply gain a better understanding of the pivotal role these professionals play in shaping the future—join us to become more informed and encouraged.

This session is underwritten by AAK and produced in partnership with Food Ingredients North America.

SupplySide Studio: SupplySide partnership profiles

10:00 to 11:00 a.m., Booth #4519

by Jon Benninger

For more than 25 years, SupplySide has partnered with a long list of nonprofit and public-benefit organizations to build a better industry—and world. Six of these great organizations will join me at our SupplySide Studio for fast-paced, live-streamed chats about who they are, what they do and how you can get involved. I'll have leaders from American Botanical Council (ABC), Naturally Network, Naturally Proud Network, Sonoran University of Health Sciences, Vitamin Angels, and Women In Nutraceuticals (WIN) as my guests, and you are welcome to peek in on the recording process or tune in to the livestream. As you seek more ways to make a positive impact, these are some of the great organizations you can partner with to make a difference.

FiNA Theater: What does an inclusive industry look like?

10:30 to 11:00 a.m., Booth #1350

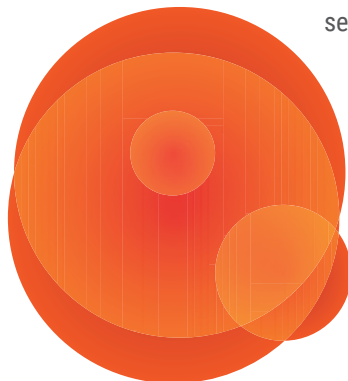
by Audarshia Townsend

During this intimate FiNA Theater conversation, we'll move beyond the buzzword and into the real-world application of diversity in action. In 30 minutes, we'll tackle the subject with a couple of diversity champions by discussing how we can build a better industry because of our differences.

Join me and my guests Harper Hall, global flavor applications and technical service lead, Ingredient Inc., and Nina Oduro, CEO/co-founder, Dine Diaspora, for an inspiring talk that will leave you energized with fresh ideas about how to move food and beverage industry diversity forward.

Beyond unwavering dedication to establishing DEI (diversity, equity and inclusion) initiatives at work, Hall has also served on Informa's justice-driven JEDI Content Creation advisory council, Naturally Proud Network's board of directors and assisting Garden State Equality, New Jersey's largest LGBTQ advocacy and education organization.

Meanwhile, Oduro co-founded Black Women in Food (BWIF) to address opportunities for Black women's advancement in the industry. Since its inception, BWIF has honored more than 180 women across the food system around the world, provided entrepreneur grants, and created platforms for connection and learning. Oduro has also contributed to strengthening DEI initiatives for the James Beard Foundation.



"The food industry around the world is entrenched with racism and sexism that manifests in different ways," Oruro said. "By centering Black women's contributions to the global food system, we are combating narratives that seek to diminish their historic, current and future impact. Black women in the industry around the world need to see their efforts recognized and amplified as they continue to shape the way food is experienced at all levels of society."

SupplySide Stage: Nutritional neurosciences: The mental health – nutrition/dietary ingredient connection

10:30 to 11:00 a.m., Booth #5670

by Amanda White

According to the World Health Organization (WHO), depression is the leading cause of disability worldwide, affecting a staggering 280 million people. Researchers have been exploring the relationship between diet and mental health, and their findings highlight the potential impact of nutritional intake on mood, cognitive function and emotional well-being.

If you're interested in learning more about the relationship between dietary ingredients and mental health, this session is for you. Douglas Kalman, Ph.D., clinical associate professor at Nova Southeastern University Florida, is a leading expert in the field, and his perspective will be important to anyone considering formulating in this arena.

Kalman will cover a wide range of topics, including the potential impact of specific nutrients on brain health and the latest research on dietary supplements for mental health.

This session promises to expand your knowledge and offer a new lens through which to view the connection between nutrition and how people thrive mentally.

FiNA Theater: Taste of Food ingredients North America: Women of color food scientists introduce heritage ingredients

11:15 to 11:45 a.m., Booth #1350

Audarshia Townsend

Monica Bhatia, Ph.D., specializes in scaling fermentation-enabled products from lab to market. Abena Foli is skilled in regulatory affairs. What sets them apart from others in their chosen specialties is that they also bring their deep-rooted heritage with them and aim to find more sustainable ways to feed underserved communities across the globe.

This 30-minute event is an opportunity to learn what unique R&D these specialists bring to the industry. With global ingredients in the spotlight, opportunity abounds for disruption, from snacks to beverages to new takes on

Continued on pg. 97

PANTHERYX

Company: PanTheryx Inc.

Contact: Dave Blackwood

Title: Senior Vice President of B2B Global Sales

Website: pantheryx.com

SSW Booth #: 3050

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

PanTheryx has achieved notable innovations poised to impact our industry significantly. We pride ourselves on driving awareness of bovine colostrum and its benefits for digestive and immune health among both consumers and health care practitioners. With more investment in communicating this ingredient's power, PanTheryx aims to position colostrum as a trusted, comprehensive wellness solution.

Furthermore, we launched a groundbreaking patented technology, ColostrumOne® Extra Strength, which ensures the potency and effective delivery of the bioactive components in the harsh gut environment. This innovation, found in PanTheryx's Life's First Naturals® Pro, raises the industry bar for product quality and efficacy.

PanTheryx delivers a range of high-quality colostrum ingredients and products. Recently, we've expanded our product range, introducing new formats to meet evolving consumer preferences. We have extensive contract manufacturing capabilities to deliver several product formats and packaging options, providing consumers with more options to incorporate bovine colostrum into their daily routines. These strides reflect our commitment to innovation and addressing the diverse needs of our industry.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

PanTheryx employs a multifaceted approach, actively engaging in industry conferences, including SupplySide West. We also participate in social media, speak with the media, work with well-known opinion leaders and rely on market research reports to gain in-depth insights into market dynamics and consumer preferences.

These tactics enable us to gather real-time feedback and provide invaluable insights on industry developments and consumer and health care trends. Our dedication to addressing trends and market needs is deeply ingrained in our company's ethos and drives our innovation. It ensures that our product offerings align with marketplace demands and remain relevant to today's consumers and environmental considerations.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

PanTheryx is poised to navigate an everchanging and dynamic landscape. Growing interest in immune and digestive health will remain a key driver of our innovation. ColostrumOne Extra Strength, developed during the pandemic, shows our commitment to our customers, enabling them to best address health care practitioner and consumer needs.

Additionally, the sustained interest in "enhanced colostrum" propels us to develop colostrum-plus products that cater to a range of health benefits. Recently, we introduced ColostrumOne plus probiotics. This diversification enhances our product offerings, combining colostrum with other ingredients to create unique formulations for various lifestyles.

To keep pace with the rising demand for bovine colostrum, we will maintain year-round collections and expand our farm network in the U.S. and internationally. It is paramount that quality control and supply chain management remain intact. As the largest global producer of bovine colostrum, we acknowledge the importance of consistently delivering high-quality products to support the growing market while addressing sustainability concerns.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors to our booth (#3050) can see our latest innovations, such as ColostrumOne Extra Strength, which boasts a remarkable enhancement, delivering twice the bioactives for robust immune and digestive health support. Our scientific and innovation teams will be on hand to discuss formulation options. Moreover, attendees will gain insights into our in-house contract manufacturing capabilities, including cutting-edge processes like spray drying and dry blending. We'll also showcase our array of delivery formats and packaging options, highlighting our commitment to flexibility and customization to meet any customer's needs.



A LIFETIME OF BENEFITS

A Comprehensive Approach to Immune & Digestive Health through Bovine Colostrum



Immune and respiratory health are the fastest growing concerns among consumers today. Our strongest boost comes early in our lives from our mothers. The first food mammals produce for their newborns, **Colostrum** is nature's nourishing superfood, containing immune factors, protective proteins, growth factors, and prebiotics.

ColostrumOne takes that science and extends those benefits beyond newborns. The health benefits of bovine colostrum have been studied for decades. Researchers have explored the benefits of bovine colostrum for children and adults in multiple areas of human health including immunity, gut health, digestive health and sports performance.



- 1 (602) 353-8800
- INFO@PANTHERYX.COM
- APSSLABELLE.COM

ColostrumOne Benefits:

- ✓ Helps regulate immune response
- ✓ Supports respiratory health
- ✓ Promotes digestive health
- ✓ Supports muscle strength & recovery

ColostrumOne Formulated For:

- ✓ Higher bioactivity
- ✓ Superior solubility and dispersibility
- ✓ Blending easily into capsules, chewables, gummies, & powders

Please visit us at our **SUPPLY SIDE WEST BOOTH #3050** to discover **ColostrumOne** and hear about our contract manufacturing expertise!

Although APS La Belle has used diligent care to ensure that the information provided herein is accurate and up to date, it makes no representation or warranty of the accuracy, reliability, or completeness of the information. This document contains scientific and technical information regarding bovine colostrum. Any explicit and/or implied claims included within this document may not necessarily be appropriate for marketing purposes. The recipient shall be solely responsible for any interpretation or use of the material contained herein. Please consult with your independent legal, science, and regulatory professionals accordingly. Country or region-specific information should also be considered when labeling or advertising to final consumers. In no event shall APS La Belle be liable for any damages arising from the recipient's reliance upon, or use of, these materials. The content of this document is subject to change without further notice. Please contact your local APS La Belle representative for more details. All trademarks listed in this document are either registered trademarks, trademarks, or licensed trademarks of PanTherix group of companies in the USA and/or other countries unless explicitly stated otherwise. References are provided upon request.

Continued from pg. 94

plant-based offerings. To demonstrate, each scientist will introduce an ingredient indigenous to her homeland and discuss innovative ways it can be used.

Foli also serves as founder of West African-inspired POKS Spices, which has won nine awards, including five first place wins at international culinary and product competitions. At the heart of her company's mission is the West African holy trinity of spices (chili, ginger and garlic), foundational ingredients in West African cooking, which are expertly incorporated into the products.

Meanwhile, fueled by her vision of a healthier and more sustainable world through food, Bhatia co-founded EQUIL in 2021 to create a high protein flour that elevates everyday pantry essentials into a source of complete proteins and balanced nutrition.

SupplySide Stage: FDA drug preclusion, enforcement and reorganization: Implications for industry

11:15 to 11:45 a.m., Booth #5670

by Josh Long

I'm looking forward to having a conversation about the Food and Drug Administration with two former FDA officials who oversaw the market for dietary supplement products: Bob Durkin of the law firm Arnall Golden Gregory LLP and Daniel Fabricant, Ph.D., of the Natural Products Association (NPA).

FDA faces scrutiny for acting as a "paper tiger" while critics continue to push the narrative that industry is not regulated at all or under-regulated nearly 30 years after passage of the Dietary Supplement Health and Education Act of 1994 (DSHEA). Meanwhile, FDA has recently proposed creating a new office combining supplements, food chemical safety and innovation as part of its proposal for a unified human foods program. This proposal has drawn concerns from industry stakeholders who worry FDA will focus fewer resources on supplements.

In this 30-minute conversation, we'll discuss FDA's reorganization of its food programs and its potential impact on the Office of Dietary Supplement Programs (ODSP), enforcement against marketers of counterfeit products and other bad actors, FDA's interpretation of the so-called drug preclusion clause, and anything else at FDA that leaves you scratching your head.

FiNA Theater: Formulating for growth

12:00 to 12:30 p.m., Booth #1350

As health concerns like diabetes, heart disease, obesity and cancer continue to grow in the U.S., consumer and government focus on food formulations and ingredients continues to grow

as well. This is driving a renewed focus on sodium, sugar (in particular, added sugar) and fats. At the same time, while some consumers are leaning into the idea of using "food as medicine," others are leveraging supplementation for specific ailments. NielsenIQ (NIQ) will share the latest trends on how wellness is driving product formulations.

Highlights include:

- How the consumer hierarchy of needs of wellness is evolving.
- The latest trends on added sugar, fat, sodium—especially as it relates to proposed new changes from FDA on the term "healthy."
- A deep dive into the specific health and formulation trends around one of the fastest growing ailments: diabetes.
- A look at clean label food & beverage and supplementation trends.
- An understanding of the intersection of food as medicine and supplementation on key health ailments.

SupplySide Stage: Pet supplementation unleashed: Fetching the latest insights for optimal pet health and well-being

12:00 to 12:30 p.m., Booth #5670

by Amanda White

Knock, knock.

Who's there?

Paws.

Paws who?

Paws for a moment while I fetch some stats on companion animal supplementation growth! According to a recent **report** by ResearchAndMarkets.com, the U.S. pet supplementation market is forecasted to reach a staggering \$1.38 billion by 2028.

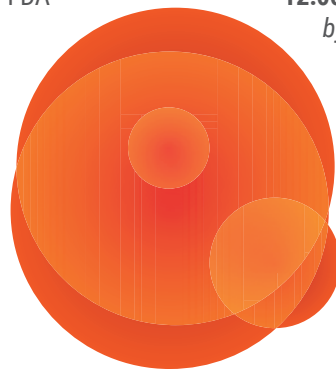
Join Michael Bently, president of SierraSil; Bill Bookout, president of the National Animal Supplement Council (NASC); and Jim Hibsich, account strategy director of MarketPlace; as they walk us through the rapidly growing industry of pet supplementation. These expert speakers will share new research on pets and their devoted owners, exploring how the industry is answering consumer needs with fresh solutions.

Speakers will cover a wide range of topics, including:

- The latest research on the potential benefits of pet supplements.
- The challenges of formulating effective and palatable pet supplements.
- How to market pet supplements to consumers.

Pet supplementation is far from just a passing trend; rather, pet owners treat their furry friends just like family, wanting to provide the best products and care possible. Pet brands should be all aboard the pet supplementation train to fully capitalize on a trend that is very clearly here to stay.

Continued on pg. 100





Company: Polaris
Contact: Louis-Marie Martin
Title: C.O.O.
Website: polaris.fr
SSW Booth #: 2873

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

For nearly five years, Polaris has been developing and marketing a portfolio of oils derived from microalgae as real alternatives to marine omega-3s. They are allergen free and very rich in omega-3 EPA and DHA. This development meets the needs of the most demanding global markets, including nutraceuticals, infant nutrition, functional foods, clinical nutrition and sports nutrition.

The plant-based oils developed by Polaris are a response to the depletion of natural resources while being perfectly aligned with the needs of consumers around the world.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

One of Polaris' strengths is our ability to listen to our customers. We discuss their needs and expectations at an early stage. We work with them to develop tailor-made solutions. Our aim is simple: to be as close as possible to the market to help it evolve and progress. Of course, our R&D teams also keep abreast of developments through traditional channels such as scientific publications and participation in conferences.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

Polaris is placing our corporate social responsibility (CSR) strategy at the heart of our development over the next few years.

We are a company based on three strong pillars:

- Naturally pure
- Naturally innovative
- Naturally respectful

Our aim is simple: to offer our customers innovative products that will improve the health and well-being of everyone while preserving natural resources.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Our stand (booth #2873) will be dedicated to the presentation of our 2023 innovation: Solomega®, a solution for formulating functional foods, beverages, gummies and syrups with a clean taste and smell. A self-emulsifying and water-free solution, Solomega brings perfect dispersion in microdroplets, enabling outstanding stability in a food matrix.

DHA-enriched gummies will be available for tasting by our visitors.

Please note that our North American distributor, Golden Omega, will be presenting our entire range at its stand (booth # 5923).



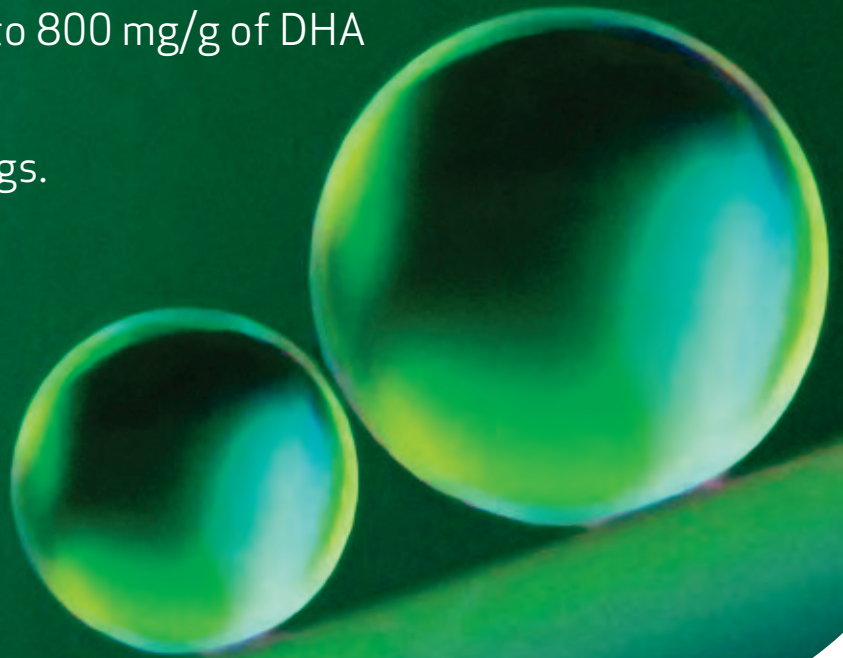
goldenomega[®]
EXPERIENCE THE DIFFERENCE

 **Polaris**

Polaris and Golden Omega partner for the North American market

Golden Omega USA will distribute in North America the high-quality algae oils produced by Polaris.

- ✓ **100%** vegan, non GMO, from microalgae.
- ✓ **Complete range of Omega-3** oils and powders, containing EPA and/or DHA.
- ✓ **Highly purified oil**, Up to 800 mg/g of DHA and 600 mg/g of EPA.
- ✓ New **EPA + DHA** offerings.



Visit us at **Booth N°5923**

View more in www.goldenomega.cl
or scan this QR code

Continued from pg. 97

SupplySide Studio: Perspectives on JEDI and its importance to the health and nutrition industry

12:00 to 2:00 p.m., Booth #4519

by *Sonja Thompson*

As one of the newest members of the SupplySide content team, I was thrilled to be given a two-hour spot in the SupplySide Studio this year at SupplySide West. The absolute best part about this assignment is that I'll be talking with people in the supplement and food and beverage industries about justice, equity, diversity and inclusion (JEDI). It's a huge, incredibly important topic, and the folks joining me in the Studio have been focusing their efforts to bring about substantial change within the industry and the world beyond.

Here's the run of show:

12:00 to 12:23 p.m. – Anand Swaroop, Cepham; and Rajat Mittal Shah, Nutriventia & WIN

Inspired by an article I read earlier this year on Natural Products Insider, I reached out to Anand Swaroop to see if he'd talk about the program his company Cepham launched to help improve the position of women-owned businesses within its supply chain, which includes farms in India and Uganda. Joining this conversation is Rajat Mittal Shah, who is the co-founder and executive director of a company in India called Nutriventia and the first global liaison India for Women In Nutraceuticals (WIN). They will both share their experience, strength and hope for gender equality in the industry.

12:25 to 12:48 p.m. – Lynda Doyle, Avant Nutrition LLC; and Ian Dean, Kemin Human Nutrition and Health

Ageism isn't often talked about in the health and nutrition industry (or anywhere), but it exists—and on both ends of the spectrum. Joining SupplySide Studio for this conversation is industry veteran Lynda Doyle of Avant Nutrition and industry newcomer Ian Dean of Kemin Human Nutrition and Health. They will discuss their experience with ageism, generational differences and expectations, as well as how to be more inclusive through hiring practices and mentoring.

12:50 to 1:03 p.m. – Harper Hall, Naturally Proud Network

What are the barriers that LGBTQ+ entrepreneurs experience in the nutraceutical and natural products industry? More importantly, how do they overcome them? Harper Hall of Naturally Proud Network will highlight some of the discrimination that people face based on their sexual orientation and how networking, including advocacy groups and organizations like Naturally Proud Network and National LGBT Chamber of Commerce, can help.

1:05 to 1:18 p.m. – Robin Barnette, Diversity Inspired Sales and Marketing

When introducing a new product to the health and nutrition industry, diversity should be considered at all stages— ideation, design, prototyping, testing, manufacturing, marketing, and finally, launching the product on a physical or virtual shelf. Robin Barnette, founder of Diversity Inspired Sales and Marketing, believes we can work together to create a more inclusive, diverse, tolerant and compassionate planet, one taste bud at a time. Learn about her mission to take diversity-inspired CPG brands courageously and successfully to market and beyond.

1:20 to 1:33 p.m. – Sarah Rohr, J.E.D.I. Collaborative

Conversations about equity, diversity, justice and inclusion wouldn't be complete without hearing from J.E.D.I. Collaborative, a project of One Step Closer that aims to help natural products companies and leaders increase their ability to actualize JEDI efforts—creating space for and working alongside underrepresented communities—through educational programming, resources and training programs designed to increase awareness, knowledge and skills within the company. Sarah Rohr of J.E.D.I. Collaborative will talk about the project's inception, purpose, vision and goals.

1:35 to 1:48 p.m. – Mike Sealy, Informa Markets

Lead by example, practice what you preach, walk the talk, put your money where your mouth is ... all of these sayings ring true when we look at Informa Markets' diversity and inclusion (D&I) efforts. Listen in as Mike Sealy, VP of diversity, equity and inclusion, talks about Informa's global vision and strategy to ensure the long-term sustainability of the D&I agenda in relation to colleagues, customers, content and communities.

1:48 to 2:00 p.m. – LaMondre Pough, LaMondre Pough Unlimited LLC

In the final video recording of this enlightening two-hour exploration, LaMondre Pough—DEI expert, trainer and consultant—will seek to unify the underlying themes from previous speakers and provide actionable takeaways. He believes that the strength of our community and the success of our businesses lie in seeking justice, pursuing equity, embracing diversity, fostering inclusion and ensuring everyone feels like they belong. Pough encourages everyone to move forward, equipped with knowledge, passion, and the demonstrated competency to create a more inclusive future for SupplySide and the industries we represent.

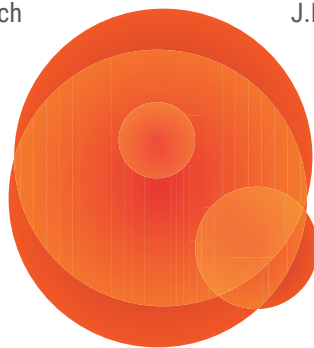
FiNA Theater: Top food industry trends

12:45 to 2:00 p.m., Booth #1350

by *Heather Carter*

Want to know what's trending in the food industry? Plant-based meats and dairy, better-for-you snacks, superfoods

Continued on pg. 103





Company: Prinova US

Contact: Dan Force

Title: Vice President of Innovation and Marketing

Website: prinovaglobal.com

SSW Booth #: 5252

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Sustainability has been top of mind for consumers over the past few years, which is why Prinova is proud to announce that our Pacific Peptides™ wild-caught marine collagen is now Marine Stewardship Council certified and Upcycled Certified. Pacific Peptides is not only sourced from an environmentally sustainable fishery but also features a sensory-neutral taste perfect for straight-fill applications.

As sustainability becomes increasingly important, we have seen an increase in plant-based options hitting the market. While plant-based ingredients offer many nutritional benefits, they can present unique challenges in terms of taste and texture. This can make it difficult to create plant-based products that are both satisfying and appealing to consumers.

To help solve these challenges, our flavor team has developed Plant Blocker, a new bitter-blocking technology that transforms the taste and texture of plant-based proteins for the ultimate sensory experience. Even better, Plant Blocker works synergistically with Smooth Protein™, Prinova's line of premium vegan proteins, to help deliver the best-tasting plant-based proteins on the market.

Lastly, Prinova has introduced CITRAPEAK®, a new pre-workout ingredient that provides consumers with a noticeable energy boost, helping them get to work. Naturally derived CITRAPEAK is a clinically studied, high-impact vasodilator that delivers unique benefits in pre-workout formulations. It activates quickly, providing a thermogenic effect consumers can feel.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Prinova's team of R&D experts stays in constant communication with marketing resources to track industry

trends and respond with tailor-made solutions. Currently, we are tracking a rise in functional foods and beverages containing ingredients that have potential positive health effects beyond basic nutrition. For example, according to a recent Mintel report, 31% of consumers would be motivated to purchase a nutrition or performance drink that makes a brain health claim. These types of products are becoming more important because of growing consumer awareness and the emergence of new needs. They represent interesting opportunities for diversification into innovative markets for food and beverage brands.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

At Prinova, we are always looking forward so that we can stay on top of any changes that may affect the global market. Our dedicated team of product managers, logistics managers and global resources tracks the impact of price fluctuations, freight costs, port delays, shutdowns, labor issues and tariffs. Having global boots-on-the-ground team support gives Prinova the edge to garner real-time information, allowing us to prepare and react quickly.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

While visiting Prinova booth 5252 at SupplySide West, visitors can expect to learn how our global market expertise and industry experts can help with ingredient, premix and flavoring needs for the food, beverage, nutrition and supplement industries. Prinova will also be conducting a full line of functional demos created by our in-house R&D teams that will showcase how we can assist with on-trend development in the functional food and beverage category.



Go Full Throttle

with a premix powerhouse.

Prinova has the ingredients on hand, the experts in house, and the premix manufacturing online to launch any beverage innovation with momentum. Empowering you to fulfill every commitment with confidence.



2,000+
Ingredients



Product
Development



Flavor & Premix
Manufacturing



Contract
Manufacturing

Rev your bev @ info.prinovaglobal.com/beverageready

REV YOUR BEV



Continued from pg. 100

and functional foods are all on the rise. We'll explore which trends are showing the most momentum in the marketplace, as well as trending food ingredients that are inspiring the product pipeline. We'll also take a look at the latest in food packaging, including sustainable options. Are you ready to put your packaging know-how to the test? Identify the pros and cons of popular food packaging options. Learn more about responsible packaging, which is growing as a consumer priority, but is still emerging. Market data will be presented by Amanda Hartt, senior manager of data and insights of NEXT at New Hope Network. Experts Paul Antoniadis, CEO and executive chair of good natured, and Cathy Barnes, field marketing manager at Eat the Change, will discuss more about packaging trends and what the future of the category looks like.

"Consumers highly value freshness, visibility and safety when shopping for food," Antoniadis said. "These factors need to be carefully considered when designing sustainable packaging. Simply choosing eco-friendly materials is not enough if it's at the cost of reduced product visibility, increased food damage and lower sales. Sustainable packaging must be designed well and benefit the planet."

This session is underwritten by Cargill.

SupplySide Stage: Ingredient Idol, 2023

12:45 to 2:00 p.m., Booth #5670

by Todd Runestad

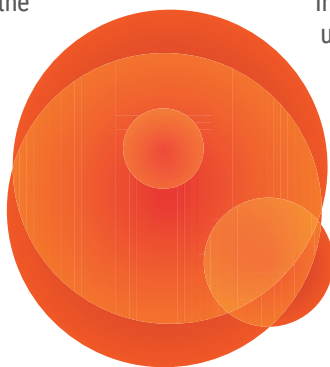
Who wants to be a star? Just like on real TV, the Ingredient Idol contest might be the most fun you'll have in Vegas this side of a feathered boa. Three finalists in three hot categories—active nutrition, microbiome and nootropics—will give three industry judges their elevator pitches and then get peppered with follow-up questions, all to see which recently launched ingredient (after Jan. 1, 2022) is named the best-in-show.

Ingredients are judged based on innovation, scientific merit and market potential.

And we raise the fun to a fever pitch with a special People's Choice Award component. When the judges huddle up to confer on a champion, the assembled throngs in the studio audience will have an opportunity to weigh in with their favorite. Loudest response wins this award!

Judges include industry veterans David Foreman, whose specialty is science; Douglas Lynch, the marketing guru; and Diana Morgan, who is an expert in regulatory affairs and also the impresario of the What's Up With Supps party at all industry events.

Get ready to whoop and holler and find out the best new ingredient of the year!



FiNA Theater: How to build a great-tasting functional beverage

2:15 to 2:45 p.m., Booth #1350

by Amanda White

Discover the art of crafting exceptional functional beverages with Suzy Badaracco, president of Culinary Tides; Ben Larson, CEO of Vertosa; and Alan Roberts, owner of Nutrition Innovation.

Taste, texture and aftertaste—these pivotal factors often make or break a beverage. Our speakers bring their expertise to the forefront, helping ensure your formulations not only boast health-forward positioning but are also a delight for the palate.

In this session, you'll gain a comprehensive understanding of how to transform your functional beverage ideas into reality and in line with the latest trends. You'll also get a glimpse behind the origin, psychology and trajectory of popular beverage trends.

Don't miss this opportunity to learn from the best and elevate your beverage game to new heights.

This session is underwritten by Sweegen.

SupplySide Stage: Inside the Bottle: Serving the underserved with supplements: New data reveals market gaps and opportunities

2:15 to 3:30 p.m., Booth #5670

by Fran Schoenwetter

The foundations of the dietary supplement industry are built on serving the public good. Inside the Bottle is an industry initiative that unites stakeholders across the supplement supply chain to advocate for a transparent industry and empower consumer control over their health. Although sales remain steady, current research indicates gaps in consumer understanding of supplements and confusion about what information to trust. These gaps reveal both challenge and opportunity for the supplement industry.

In this session, we will report on two recent research projects that illuminate these gaps with clarity. Pelin Thorogood, executive chariwoman and co-founder, Radicle Science; Amanda Hartt, senior manager of data and insights, NEXT, New Hope Network; and I offer insights into how to better reach underserved consumers by leaning in to opportunity. (Enhancing trust with communication strategies is critical.) Gain insight about gaps in knowledge among lapsed and non-supplement users, considerations for reaching these underserved consumers, and ideas for deepening trust in supplements for present adopters.

This session is produced in partnership with Inside the Bottle, which is supported by ChildLife Essentials, PLT Health Solutions, Radicle Science, SGS, Soft Gel Technologies, SPINS and Vytalogy Wellness.

Continued on pg. 109



SELECT
CUSTOM
SOLUTIONS

Mill Haven Foods

Company: Select Custom Solutions and Mill Haven Foods

Contact: Ryan Toreson

Title: Senior Vice President and General Manager

Website: selectcustomsolutions.com, millhavenfoods.com

SSW Booth: #1970

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

The last couple of years have been an evolution toward growth and opportunity for us, our customers and our business partners. Our operation now includes three facilities where we have added and updated equipment to drive efficiency in our processes. Customers can be confident that products will be delivered on time and meet expectations at a fair and reasonable price point.

New flavor technologies and advancements in functional formulation are closing the gap between the healthy choice and the great-tasting choice. Consumers can now have both across several delivery formats. From dairy and plant-based protein powders and bars to go-to-market blends meeting trends like low carb, keto and paleo, we would love to talk to you about what we have been up to and where we are heading next.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

We continue investing in cutting-edge technology, our people and strong relationships with our customers, vendors and business partners. These relationships, along with our expertise, allow us to share more than concepts with customers; they also allow us to work together to see those concepts through all the way to commercialization.

Our customers can expect offerings in strategic innovation and marketing insights, access to a robust supply chain network, modern manufacturing services and outstanding quality in products and services. Team members from every department are available to share their expertise and co-create with customers through every step of the journey.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

As an organization, we have great respect for the consumer's desire for transparency. This approach has allowed our business to not only grow but also evolve. With significant growth opportunities for contract manufacturers working with established and emerging brands, transparency goes beyond finished goods. Our robust supply chain network focuses on best practices in manufacturing and sustainability, not only at our facilities but also with our business partners. From sourcing raw materials to transportation services, we aim to partner with organizations nurturing positive environmental, social and economic programs.

Our facilities are poised for growth as we plan for continued investments in technology and resources to support responsible, mutual growth alongside our business partners.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

The booth will feature a fall-inspired chai mini-muffin formulated with Bakigen CarbCut gluten-free flour and a plant-protein, dessert-inspired flavor flight.

Innovation team members are holding booth hours and are ready to discuss flavor and ingredient insights and trends, formulation and customization. Stop by booth 1970 to meet with the experts on Wednesday, Oct. 25 from 1 to 2 p.m. and 3 to 4 p.m., and on Thursday, Oct. 26 from 10 to 11 a.m. and 1 to 2 p.m. We hope to see you there!



Dairy
Ingredients



Cheese
Ingredients



Frozen Dessert
Ingredients



Sports
Nutrition



Health &
Wellness



Beverage
Ingredients



Bakery
Ingredients



Non-Dairy
Ingredients



Gummies



Ingredient
Distribution



Fulfillment
Services

An Exceptional Experience Awaits.

SAMPLE

**Plant Protein
Beverage
Tasting Flights**
featuring
**3 Dessert-Inspired
Flavors**

SAMPLE

**Chai Spiced
Mini Muffins**
featuring
**Bakigen® CarbCut
Gluten Free Flour**



SELECT
CUSTOM
SOLUTIONS

Mill Haven Foods

SelectCustomSolutions.com
(800) 359-2345

MillHavenFoods.com
(608) 562-6455



SupplySide WEST

PRESENTED BY



KSM-66
Ashwagandha®

WORLD'S BEST ASHWAGANDHA



North America

Show Dates:
Oct 23 - 27, 2023

Expo Hall:
Oct 25 & 26, 2023

Mandalay Bay,
Las Vegas, NV

Check out SHEFEXIL's India Pavilion!

New this year at SupplySide West, the SHEFEXIL India Pavilion includes 10 exhibiting companies with expertise in botanical, branded and bulk ingredients for the nutraceutical, supplement, food, beverage and personal care markets.

Sponsored by:



SHEFEXIL

Stop by the SHEFEXIL India Pavilion to meet with these exhibitors!



AAISLAND
Researching Citrus Science

Booth #7572



Booth #7573



Booth #7566



Booth #7568



Booth #7569



Booth #7565



Booth #7571



Booth #7567



Booth #7564



Booth #7570

About SHEFEXIL:

Shellac and Forest Products Export Promotion Council (SHEFEXIL) is sponsored by the Ministry of Commerce & Industry, Government of India since 1957. SHEFEXIL is the designated nodal EPC for export promotion of India's Botanicals for World's Nutraceuticals.

For more information, visit: shefexil.org



Company: Soft Gel Technologies, Inc.

Contact: Ken Tsuchibe

Title: President & CEO

Website: www.soft-gel.com

SSW Booth #: 3257

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new/innovative things your company has accomplished in the past 2-3 years that have impacted or will impact our industry?

Customers want new products and ideas substantiated by reliable data. There must be a compelling story and support to validate it. We specialize in creating unique, high value-added products and developing new technologies that enhance bioavailability, activity, and functionality over traditional delivery systems.

As your softgel manufacturer, we can assist with research and real-time stability data. We have the ability to provide a full range of product development and marketing services. We hold third-party GMP certifications through NPA/UL and NSF, including NSF's GMP for Sport. We are Halal certified by the ISA and are an approved foreign manufacturer by Health Canada. We take the guesswork and liability out of the GMP responsibility equation.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Consumers are seeking out fewer but better products, and are placing a greater emphasis on products giving both value and values. This trend has also led to an increase in interest in natural lifestyle and beauty products. There is an increasing concern with the environmental impact of our cosmetics (both how they are made and their impact once they have been used), and also growing concern about what goes on our skin. This is a great opportunity for the nutraceutical industry. Products that promote beauty from within have positive and beneficial health effects for the body. Hyaluronic acid (HA), though it is present in the skin and may help bring moisture and firmness, is also being used to help with joint health. We have made HA available for softgel consumption with our brand, Injuv®, so it's convenient to take a hyaluronic acid complex.

3. What do the next 5-10 years look like for your company? What changes in the market, supply chain challenges or sustainability concerns are you preparing for?

In many ways, Just-in-Time manufacturing is gone. Given the increasing globalization of the multi-layered and complex supply chain, the importance of frequent and thorough checkpoints as an integral part of supplier qualification cannot be overstated. We continue to work with key suppliers to ensure supply of quality ingredients through open communication of forecast and ongoing needs. We have developed our own protocol for testing and qualifying individual batches of raw materials, so that we can identify safe and pure ingredients that can be reliably utilized in our products. We have a strong network of ingredient suppliers, which enables us to offer faster turnaround times for formulation quotes and finished goods, and can often help us to obtain better pricing for our customers.

We embrace corporate transparency through our meticulous quality procedures, comprehensive testing, and documentation on all products for traceability purposes. We offer scientific verification, label claim assurance, and raw material disclosure.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

We are excited to invite current and prospective customers to come by and talk with our experienced team about their upcoming project needs, and see the new products and ideas that we have ready for them to take to market.

Our booth staff can provide answers for softgel contract manufacturing formulations. One advantage of having a skilled team like ours is that it promotes clarity and understanding of a customer's expectations. We have built a reputation as being the go-to company for making softgels containing difficult-to-encapsulate or fragile to work with ingredients. We offer numerous exclusive ingredients for softgel applications, many of which are patent-protected. In addition, we have extensive educational support and marketing collateral for our branded products.



A Singular Focus

Your softgel contract manufacturing needs are the center of our attention. Our team offers full-service solutions using solvent-free, custom and stock formulas in a variety of sizes, shapes and colors — all supplied from a GMP-certified, U.S. facility.

Let us be your partner in softgel production.
Visit soft-gel.com to learn more.

Delivering custom and branded softgels, naturally.™



Continued from pg. 103

FiNA Theater: Inside Organic: Elevating the benefits of organic from seed to shelf

3:00 to 4:15 p.m., Booth #1350

This Inside Organic session will bring together industry experts to dive into the data shaping today's organic marketplace and tackle issues that can be a barrier to elevating organic certification. Hear from Sherry Frey, VP of Total Wellness, NielsenIQ, who will share the latest insights on today's organic consumer. Following is a panel discussion on understanding, verifying and elevating organic certification, led by industry veteran Gwendolyn Wyard, founding partner and manager of Strengthening Organic Systems and former VP of regulatory and technical affairs for the Organic Trade Association.

SupplySide Stage: Detecting the pulse of cardiovascular innovation: The science, diversity and insights

3:45 to 4:15 p.m., Booth #5670

by Amanda White

In this education session, Will Cowling, marketing manager at FMCG Gurus, and Nils Hoem, chief scientist at Aker Biomarine, will take a deep dive into the ever-evolving world of cardiovascular health.

What makes this offering truly distinctive is its focus on the post-Covid landscape. Cowling will expertly guide us through a comparison of pre- and post-Covid trends in active nutrition, how consumers have reevaluated their approach to heart health in light of the pandemic, and what their current priorities are. Also hear the latest research on consumer knowledge of omega 3s, and specifically krill oil, and its potential in heart health.

This session is not just about following the heart; it's about staying ahead of the curve and understanding the pulse of future innovation in cardiovascular health.

FiNA Theater: CPG roundtable: 3 founders define sustainability practices

4:30 to 5:00 p.m., Booth #1350

by Amanda White

Cozy up for a mission-driven journey of sustainability. This intimate discussion brings together visionary minds: Paul Newman and Ariana Lee-Newman, founders of K'UL Chocolate, along with Michelle Johnson, founder of Ghost Town Oats. Prepare to be inspired as they get to the heart of sustainability and its impact on their CPG ventures.

The Newmans bring a fresh perspective on sustainability with their human-centric approach. Their company's ethos is not just about products but about people and the planet. Johnson complements this dynamic with her dedication to weave diversity and inclusion into her business practices.

Discover how these founders intertwine sustainability with their brand identities and learn how their journeys can guide you in making sustainability a cornerstone of your operations. With authenticity and passion, this session invites you to lean into the wisdom of those who've carved their paths in the industry.

SupplySide Stage: Probiotic comedy show

4:30 to 5:00 p.m., Booth #5670

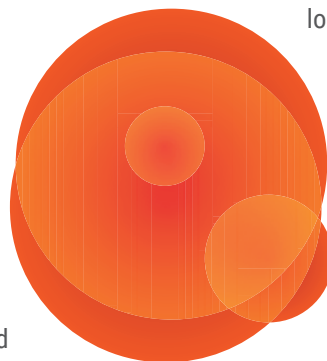
by Sandy Almendarez

It's the last half hour of the exhibit hall at SupplySide West/Food ingredients North America. You've checked as much off your list as your sore feet can handle, and you're ready for a break, a laugh and perhaps a dad joke about probiotics to take home with you. Since 2017, every SupplySide West show has ended with a probiotic comedy routine brought to us from Ivan Wasserman, managing partner, Amin Talati Wasserman. For its first two years, this show was featured in the Probiotic Resource Center,

located right by the SupplySide Stage. The crowd

was getting so big that the attendance was spilling out into the halls. I asked Wasserman and the International Probiotics Association (IPA) if the show could move to the SupplySide Stage in 2019. They graciously agreed, and since then, the show has grown to include musical numbers, special guests and Stanley, a probiotic strain puppet. Yes, a probiotic puppet. This year, the comedy show promises to bring "belly" laughs and a deeper appreciation of "gut" humor. Don't miss it!

This show is presented in partnership with IPA.



What's Up With Supps

5:00 to 11:00 p.m., House of Blues at the Mandalay Bay

Get out your Rubik's Cube and grab your 3D glasses ... Joined by a band of merry mischief-makers, Diana Morgan, CISSN—the self-proclaimed "chief fun officer" of What's Up With Supps—is back at it with another legendary industry social gathering. This year's theme is "SupplySide West Retro Toy Party," and costumes are encouraged (think: Luigi from the '80s classic game Mario Bros.).

Informa Markets/SupplySide is one of the media sponsors, along with Wholefoods Magazine and Nutraceuticals World. Additional sponsors include: Vidya Herbs, Amin Talati Wasserman, NutraSource, BGG, Lief Labs, Alkemist Labs, Nuliv, Kyowa Hakko, and Mibelle Biochemistry.

A donation from the event will support Sonoran University's (formerly Southwest College of Naturopathic Medicine & Health Sciences) Sage Foundation for Health.

The event typically sells out—click the following link to purchase your [tickets](#). ■



Company: Stratum Nutrition

Contact: Alexis Collins

Title: Director of Product and Brand Strategy

Website: stratumnutrition.com

SSW Booth #: 4248

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Stratum Nutrition launched one of the first clinically researched postbiotics consisting of heat-treated cells two years ago. LBiome™, a complex postbiotic, has 12 published clinical trials demonstrating quick digestive support. By pursuing industry education on postbiotics, we have made postbiotics a discussion topic at industry conferences while spotlighting a well-researched ingredient.

Stratum Nutrition has also pushed the agenda for women's sports nutrition and female-focused research. Our ingredient, NEM®, has published clinical research in healthy postmenopausal women demonstrating that it can help reduce exercise-induced joint pain and cartilage degradation associated with normal wear and tear. We continue to advocate for more female-focused research on dietary supplements and support product development with strong, substantiated claims.

Another innovation is that, while we take the evaluation of our ingredients seriously and have high substantiation standards for all ingredient claims, we have fun with our marketing. We are a fresh voice in the industry and are OK with standing out if we can make someone smile after reading a cheeky ad.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

At Stratum Nutrition, it's all about teamwork. While we utilize some consumer intel databases, we combine information gathered from customer calls, technical formulating discussions, research trends and nutrition influencers to help us decide what ingredients the industry will seek in 2 to 3 years. After deciding on categories of interest, we find ingredients with enough research or potential to fill those industry needs.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

Stratum Nutrition continues to grow while maintaining solid personal relationships with our customers—the foundation of our success. As our teams add new members, we will continue to instill these values throughout the company.

We know that end consumers, and therefore our customers who serve them, want solutions that promote health without harming the environment. We are proud of our upcycled-certified eggshell and eggshell membrane ingredients, such as NEM, our eggshell calcium and eggshell membrane collagen support complex. We also offer Ahiflower®, the best-tasting balanced vegan omega-3-6-9 oil from a single source. Ahiflower is grown regeneratively with a reliable and sustainable supply chain.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn, or experience?

Everyone in line at opening on day 1 will get a big surprise that will hopefully "keep them moving" toward our booth, where you will find our latest ingredient launch, Bimuno®. Our team is excited for the endless possibilities of Bimuno, a rigorously researched, proprietary GOS prebiotic that can boost good gut bacteria in just seven days. In addition to digestive support, clinical research on Bimuno demonstrates support for immune and cognitive health. Bimuno dissolves effortlessly, has a low dose for a prebiotic and has little to no taste. Try it in a beverage or a gummy at our booth.



**YOU'RE
INVITED!**



Stratum Nutrition 20th Anniversary Celebration

WHEN: 9:45 a.m. Wednesday, Oct. 25, 2023

WHERE: Bayside Foyer Lobby C Entrance

You will not want to be late!

Afterward, follow us to booth
4248 for some goodies.

**Keep Moving with NEM® for
Sports Nutrition, Exercise Recovery,
Joint Health and MORE!**



**The most researched
eggshell membrane.**

stratumnutrition.com | (800) 970-4479

SupplySide[®]
WEST

PRESENTED BY



KSM-66
Ashwagandha[®]

WORLD'S BEST ASHWAGANDHA



North America

Show Dates:
Oct 23 - 27, 2023

Expo Hall:
Oct 25 & 26, 2023

Mandalay Bay,
Las Vegas, NV

Thank you to our Official Postbiotics Sponsor!

EPICOR[®]
POSTBIOTIC

Visit them at Booth #4465

EpiCor stands apart as the #1 postbiotic ingredient on the market.

Fermented outside of the body through the natural, proprietary fermentation process of *Saccharomyces cerevisiae* (baker's yeast) the final step gently kills off the yeast while preserving all functional compounds. As a result, EpiCor is a complex, inanimate ingredient with a unique fingerprint of metabolites. With more than a dozen published studies, Cargill is proud to offer EpiCor postbiotic, clinically shown to support immune health.

cargill.com/supplements/epicor-postbiotic-ingredient



Company: Tate & Lyle

Contact: Tim Gallagher

Title: Category Development Manager

Website: kitchen.tateandlyle.com/solutions/nutrition-and-health

SSW Booth #: 3245

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Tate & Lyle is a world leader in ingredient solutions for healthier foods and beverages.

An unsurpassed innovator in sugar- and calorie-reduction solutions, we continue to expand our offering of on-trend ingredients like allulose and stevia sweeteners. We also broadened our portfolio of soluble fibers to meet demand for fiber fortification.

We recently launched three new tools to enable development of healthier food and beverages:

- **EUOLIGO® FOS:** This soluble dietary fiber, recognized as a prebiotic in the U.S., complements our robust soluble fiber portfolio with additional functionality and processing benefits.
- **TASTEVA® SOL** stevia sweetener: This internationally patent-protected breakthrough in stevia technology expands our ability to help customers solve stevia-solubility issues in foods and beverages.
- **ARTESA®** chickpea protein and flour: Since its launch last year, this versatile addition to Tate & Lyle's plant-based ingredient portfolio has helped customers bring innovative, sustainable, nutritious plant-based products to market.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Tate & Lyle stays on top of market needs and industry trends by conducting primary research like in-market safaris and ethnographic interviews. We inquire about customer challenges and analyze retail sales trends and developments. For example, through the NBJ Delivery Format Report, we saw strong growth for gummies and a need for sugar reduction. With this insight, we created prototype solutions and sought consumer feedback through focus groups and quantitative testing.

By staying attuned to industry trends and shifts in consumer lifestyles, we anticipate market needs and respond quickly with tailored solutions.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

Tate & Lyle is committed to protecting the planet and people through ingredient innovation. Our expanded Sustainable Stevia Program, aimed at promoting sustainable sourcing and production, demonstrates our dedication to environmental responsibility and becoming carbon neutral by 2050.

Check out our Purpose Report on our corporate website to learn how we are progressing against our targets across three purpose pillars: supporting healthy living, caring for our planet and building thriving communities.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

We will be sporting Tate & Lyle's new corporate brand at this year's show. At the heart of the brand is Science, Solutions, Society—the promise Tate & Lyle makes to our customers and the way in which we will deliver its purpose.

Our technical experts will showcase Tate & Lyle's newest fiber, EUOLIGO FOS, and sweetener technology in sugar-free nutritional gummies, served alongside a caffeine-infused caramel mocha soft-baked bar, a refreshing prebiotic functional beverage and a raspberry cherry blossom dairy-based yogurt drink.

Utilizing our innovative technology, extensive technical capabilities, evidence-based nutrition science and creativity, we can solve your formulation challenge. Experience our commitment to developing tailored ingredient solutions across various categories, including nutrition, beverages, dairy, nondairy, bakery, snacks, meals, condiments and confectionery.

Nutritional gummies depend on **sugar** to add sweetness and provide solids, comprising up to **70% of the gummy**.

Traditional nutritional gummies contain the equivalent of one sugar cube of added sugar per serving.

*Source: Tate & Lyle Proprietary Consumer Research, 2022 - Focus groups with nutritional gummy consumers.



Seems like I am getting more sugar than vitamins!

Focus Group Participant
Tate & Lyle Proprietary Consumer Research*

Tate & Lyle's innovative ingredient technology presents a solution for a **sugar-free nutritional gummy that delivers premium taste and texture.**

- ✓ Sugar-Free, Non Artificially Sweetened
- ✓ 60% Less Calories vs. Current Full Sugar Market Offerings
- ✓ Vegan Friendly
- ✓ Non-GMO
- ✓ Good Source of Fiber



Reimagine Sugar-Free →

Friday, Oct. 27, 2023

An endurance badge of honor is deserved for SupplySide West attendees who finish off their week by taking advantage of our education offerings the day after the exhibit hall wraps up. Two options are available on-site in 2023.

Not just a buzzword: The keys to making sustainability an actualized business practice

9:00 a.m. to 12 p.m., Islander Ballroom C

by Hank Schultz

Sustainability will be at the forefront at SupplySide West. Research has shown that consumers are increasingly focused on the issue and companies are responding.

Mainstream media attention has been focused on—and consumers increasingly take into account—the carbon footprint of products when they make purchasing decisions. Even government organizations have responded with things like LEED (leadership in energy and environmental design) certifications for buildings and other initiatives. Another more timely example is the SEC’s (Securities and Exchange Commission) **proposed new rule** on the reporting of climate change risks by publicly traded companies.

How does the supply of dietary ingredients figure into that? Is the overall industry large enough to really make a difference? We’ll explore.

Regardless, research has shown that consumers still care, even if the overall industry is hardly a rounding error in the global carbon emissions picture. The ground is shifting, and companies must choose to adapt or risk rolling downhill.

The sustainability session features a presentation on consumer sentiment vis-à-vis sustainability. With two experts on the bill—Diane Ray of Natural Marketing Institute (NMI) and Shelley Balanko, Ph.D., of The Hartman Group—no stone will remain unturned on the topic. A special presentation by Ann Armbrrecht, Ph.D., of the Sustainable Herbs Project and author of “The Business of Botanicals,” will update attendees on the progress on this world-leading initiative. The project is being supported by the American Botanical Council (ABC).

Another world-leading presentation will come from Joseph Betz, Ph.D., formerly of the National Institutes of Health (NIH); consultant Thomas Brendler, Ph.D.; and Paula Brown, Ph.D., of the British Columbia Institute of Technology. The trio are among the foremost analytical chemists involved in the natural products industry globally and will give the audience a thorough grounding in the technical issues companies face in verifying sustainable sources of herbs.

Additional information covered includes fungal ingredients and food industry megatrends that inform natural product development.

Exploring the latest in beverage innovations, trends and more (FiNA)

9:00 a.m. to 12 p.m., Islander Ballroom H

by Audarshia Townsend

For this beverage-centric session focusing on current and emerging trends, we’ve assembled some of the most innovative minds in the biz. The panel will share insight on functional beverages and discuss how colors, flavors and textures play a significant role in innovation.

Additionally, panelists will explore the importance of market research, global flavors, diet trends and ingredient efficacy in developing successful beverages. The audience can also expect to learn about the challenges of this ever-changing market, including generational differences in consumer preferences.

The presenters include Candace Smith-Lee, senior category scientist, beverage, ofi; John Kim, CEO, J Plus Specialty Foods LLC; David Sandler, COO, Jupiter Wellness; and Lynn Dornblaser, director of innovation & insight, Mintel.

This session is underwritten by Cargill, Howtian, and Sweegen, and produced in partnership with Food ingredients North America.

As with all information in this What’s Hot issue, programs and speakers are as of press time, and subject to change. All times are listed in PDT. Download the mobile app for the latest details. ■





Company: Vidya Herbs
Contact: Chandrasekhar K.
Title: Global Vice President
Website: vidyaherbs.com/asera
SSW Booth #: 4437

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

At the core of our mission, we've always aimed to disrupt the familiar and elevate human potential. Our FIL Technology is a monumental leap forward. It stands as a testament to our innovation and also directly addresses the challenges of ingredient degradation. By enhancing absorption and promoting sustained release, we're ensuring that every interaction with this technology is a profoundly transformative experience, providing a perfect synthesis of form, function and future. It's about redefining the boundaries of what's possible while always staying rooted in serving genuine human needs.

Moving in tandem with FIL Technology, our bioenhanced probiotic botanicals represent another bold stride. This harmonious collaboration is a union of science and organic life, giving birth to something entirely unprecedented. We've crafted not just a product but a truly new health experience. Delving into the heart of nature with saw palmetto and pioneering probiotics, we've ignited transformative shifts in human vitality.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Clinical research has always been our guiding light. We've intentionally selected and strengthened our clinically researched ingredient portfolio, ensuring it's comprehensive enough to capture all conceivable applications aimed at elevating human health. With this focus, we're pushing the boundaries of traditional health solutions, ensuring that our offerings are not only innovative but also deeply impactful. Through groundbreaking clinical trials, we continue to push the envelope of what's possible in extending human vitality.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

Looking ahead, we see a world that moves beyond sustainability to regeneration. Our commitment to this vision is vividly portrayed through our net zero initiatives. Through pioneering endeavors such as algae carbon capture, we're harnessing nature's own mechanisms to counteract environmental degradation. Our solar-powered factories, notably in India, have so far produced an astounding 16,001,682 KWH electric units—directly contributing to a reduction of 6,525 metric tons in carbon emissions.

But it doesn't stop at manufacturing. With eco-friendly farming practices, we are not only ensuring the purity of our ingredients but also nurturing the very soil and ecosystems from which they emerge. Furthermore, our passion for the planet manifests in tangible numbers—our 20,579 trees grown are a testament to our undying dedication to rejuvenating and restoring our environment.

Vertical integration in our supply chain underscores our commitment to ethical responsibility. We're not merely participants in the industry but leaders, driven by a deep understanding of the global impact of ethical practices.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

At our booth, you'll explore a fusion of science and creativity through our innovative ingredients. Beyond products, our dedication to ethical and eco-friendly practices shines. You're not merely glimpsing the future; you're part of it.



ASHWAGANDHA EXTRACT CULTIVATED IN INDIA

PRECISION CRAFTED. PROVEN.

In the heart of Northern India's verdant landscapes, a botanical marvel called Ashwagandha has thrived for centuries. This ancient Ayurvedic cornerstone is now introduced to the modern realm through Vidya's pioneering precision. With a dedication to authenticity and innovation, we unveil a blend of nature's genius and human craftsmanship.

DUAL POWERHOUSES

Harnessing the might of Withanolides & Oligosaccharides

CLINICALLY PROVEN POTENCY

Our 160mg daily dose is not just formulated; it's validated

UNCOMPROMISED QUALITY

Stringent third-party verification

HOLISTIC STRESS SOLUTION

Scientifically endorsed for effective stress & cortisol modulation



(732) 784-1587

info@vidyaherbs.com



Company: Virginia Dare

Contact: Philip Caputo

Title: Marketing and Consumer Insights Manager

Website: virginiadare.com

SSW Booth #: 2857

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Taste challenges arise with the explosion of functional foods and beverages. New ingredients like bitter mushroom powders require new solutions. Meanwhile, familiar obstacles like overpowering sugar alternatives need to be addressed. Virginia Dare provides custom masking and modulation by ingredient and application so products are both functional and delicious.

On the flavor creation side, Virginia Dare launched a line of nostalgic flavors to indulge everyone's inner child with the flavors of cereal milk, funnel cake, cotton candy and more. As a top food trend, nostalgia paves the way for fun flavors.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

Virginia Dare's specialty in sweet flavor helps us stay on top of industry trends. When you focus on one aspect, you're more attuned to fluctuating market needs, consumer expectations and new delivery systems. A century of history also makes revived trends easy to spot. Dedicated team members source those insights, which clients use to make informed product decisions.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

As functional foods and beverages grow in popularity and may even start to compete with traditional supplements, Virginia Dare is positioned to help brands deliver premium flavor in up-and-coming applications. A strong history in flavor masking, modulation, sustainability and ethical sourcing complements today's consumer expectations.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

At Virginia Dare's SupplySide West booth, visitors can sample 100 years of taste expertise in a variety of applications. Samples will feature natural flavors—both tried-and-true classics and flavors of the moment. Once the event ends, everyone is invited to the booth for a centennial celebration.

REAL EXTRACTS. TRUE FLAVOR.

A CENTURY OF PREFERRED TASTE

Browse a flavor library we've cultivated over 100 years, from vanilla to fruit to chocolate. Our extracts are straight from the source: real tea leaves and coffee beans from around the world. Combined with our proprietary extraction process, your customers can sip on fresh taste no matter the application.

- Powders
- Concentrates
- Liquids
- Extracts
- Natural
- Organic



EXPLORE REAL EXTRACTS
AT VIRGINIADARE.COM

100
VIRGINIA DARE
ONE HUNDRED YEARS OF FLAVOR



Company: Zooca® - The Calanus® Company

Contact: Ole Kristian Sakkestad

Title: Chief Sales Officer (CSO)

Website: <https://protect-us.mimecast.com/s/dHUKC2kg95iK2ZWv3cngTj6?domain=zooca.eu/>

SSW Booth #:5923

SupplySide West **WHAT'S HOT** Digital Issue Q&A:

1. What are some new or innovative things your company has accomplished in the past 2 to 3 years that have impacted or will impact our industry?

Zooca® Calanus® oil is unique and offers innovation pulled straight from nature. This exclusive oil is comprised of 40 different fatty acids, marine policosanols and high levels of astaxanthin, unlike anything else in the industry. We are now bringing the science-backed benefits of Zooca Calanus oil to more people around the world.

Several clinical studies have been performed, documenting effects on humans—and confirming earlier findings from preclinical work.

In 2021, the Norwegian prime minister opened our new state-of-the-art factory in northern Norway.

We have partnered with Golden Omega for the North American market, helping us reach potential customers in the U.S.

2. What are some ways your company stays on top of industry trends and market needs, and how do you address them?

We collaborate closely with researchers nationally and internationally, including at the Norwegian University of Science and Technology and the University of Tromsø, and with research teams in the Czech Republic and Germany.

Zooca strives to ensure continuous dialogue with users and trade customers around the world.

Through our partnership with Golden Omega, we stay updated on industry trends and market needs, especially for the North American market.

We prioritize attendance at international conferences, research events and trade shows like SupplySide West. These include the International Society for the Study of Fatty Acids and Lipids (ISSFAL) and the Global Organization for EPA and DHA Omega-3s (GOED).

In Norway we have always worked closely with the authorities on all matters related to harvesting, sustainability and environmental issues.

3. What do the next 5 to 10 years look like for your company? What market changes, supply chain challenges or sustainability concerns are you preparing for?

The future is looking very bright. We offer a solution for a planet desperately in need of nutritional products for a growing population.

We are, so far, the only producer of human and animal health and nutrition products from this abundant resource worldwide.

Zooca's resource, the tiny crustacean *Calanus finmarchicus*, is one of the most sustainable marine resources. It is huge, producing more than 290 million tons annually, and we harvest only a tiny fraction (0.0005%), ensuring a sustainable solution that can be harvested year after year.

We can supply an alternative source of high-quality, natural omega-3 oil for brands worldwide. Currently, this industry is facing an unstable supply of crude fish oil, making our offering even more relevant. We can offer stable, predictable, scalable supply of a novel marine lipid.

Our new partnership with Golden Omega for the North American market is an important milestone in increasing access to U.S. customers.

Today we offer our pure product or a combination with vitamin D3. We plan to offer additional combinations with other attractive ingredients.

The world is experiencing more frequent supply chain challenges. To ensure that we can deliver swiftly to our customers, we are planning to find strategic storage space in bonded warehouses closer to our customers. This will hopefully ensure our ability to meet demand over time.

4. When visitors stop by your booth at SupplySide West | Food Ingredients North America, what can they expect to see, learn or experience?

When visitors stop by the Golden Omega booth, they can:

- Watch a short introduction video presenting our partnership and highlighting our unique product.
- Meet some friendly, knowledgeable Norwegians eager to discuss how our unique product can create value.
- Learn many positive (and surprising!) results from human clinical studies.
- Learn how this can be an innovative product going beyond omega-3.
- Learn how they can secure a stable supply of an alternative source of omega-3 for their brands.
- Learn how our sustainability focus and unique way of gently processing this marine nutrient ensures a pure, fresh product.

Zoooca Calanus® Oil

Beyond Omega-3



Clinically studied to support healthy aging



Clinically studied to increase Omega-3 levels



Supports metabolic health



Helps maintain lean body mass and/or healthy body composition

An eco-friendly, sustainable resource in the Norwegian Sea

Omega-3
EPA, DHA, SDA

Policosanols

Astaxanthin

- Broad range of 40 different fatty acids, Policosanols and Astaxanthin provides a balanced, diverse and unique nutrient profile
- Committed to science and research for over 20 years with 18+ studies including clinical and safety studies
- Arctic Zooplankton with superior absorption and bioavailability of Omega-3s and other fats as Wax Esters



zooca™
The Calanus® Company

Golden Omega and Zooca are proudly partnering in commercial alliance for the North American Market.



Visit us at the Golden Omega Booth #5923 at SSW