



HB Natural Ingredients debuts at IFT 2018

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INGREDIENTS

Technology and innovation propel new manufacturer of stevia and licorice extracts

Specialty ingredients manufacturer, HB Natural Ingredients, will make its worldwide, industry debut at the Institute of Food Technologists (IFT) trade show on 16 July 2018 in Chicago, Illinois, USA.

HB Natural Ingredients is an innovative B2B manufacturer of specialty plant-based ingredients that deliver unique functionality in consumer products.

Their technology driven portfolio includes a comprehensive range of stevia extracts, such as rebaudioside D, and licorice root extracts, such as MAG (monoammonium glycyrrhizinate).

Next generation, modified stevia extracts are planned for near-term launch.

The company operates globally, advancing the development of great consumer products across the food, beverage, nutritional supplements and pharmaceutical markets.

HB Natural Ingredients will be exhibiting at IFT booth N6723. Team members will be discussing how consumer product technical and marketing teams can utilise stevia and licorice extracts to achieve their reformulation and new product development objectives.

At the booth, visitors can sample beverage products sweetened with the company's stevia extracts.

"We're excited about how our stevia and licorice specialty ingredients can help consumer marketers achieve their business and brand objectives," said CEO Joseph Zannoni.

"Our vertically integrated and environmentally responsible supply chain enables HB Natural Ingredients to offer superior benefits to consumer product makers, specifically quality, transparency, performance and confidence," he added.

