

Moissac, 9 December 2011

## A MAJOR SUCCESS DURING FIE 2011 FOR TAILOR-MADE 100% FRUIT SUGARS FROM NUTRITIS

**A highly successful first participation for NUTRITIS at the Food Ingredients Europe & Natural Ingredients event, "FIE 2011": the stand was very busy, promising commercial contacts were made, the journalists were enthusiastic and general opinions on the products were overwhelmingly positive!**



A major success and a record crowd of visitors to stand 1D75 where Nutritis displayed its products and received its current and prospective customers between 29 November and 1<sup>st</sup> December 2011 at Paris Villepinte during the 25<sup>th</sup> Food Ingredients Europe Fair, FIE 2011! Present for the first time as an exhibitor at this major international event, Nutritis clearly laid out its principles and ambitions during a 2011 event that saw record attendance and was strongly marked by an intense business ambience and the presence of representatives from major agri-food manufacturers and distributors and actors in international markets. Because of its recent scientific and industrial advances and its considerable commercial growth, Nutritis has now gained an international reputation as a supplier of high added-value ingredients to the agri-food industry.

### FIE 2011, a busy event for Nutritis and a demonstration of its pertinent market positioning

Nutritis has developed an innovative concept of tailor-made 100% fruit sugars, offering the agri-food industry a wide range of sweetening solutions that can be used for numerous applications such as preserves, compotes, desserts, dairy products, cereal bars, ice-creams, sorbets and soft drinks, etc. During FIE 2011, NUTRITIS highlighted its most recent innovations: an organic range of Ex Grape Sugar®, Fructisweet®, the range of tailor-made sweetening solutions, and Fructilight®, the natural fruit sugar that combines the lowest Glycemic Index on the market and clinically-proven nutritional and health benefits.



After several years of company development and its entry into the market of sugars with differentiating characteristics, NUTRITIS was able to confirm the pertinence of its positioning in a sector experiencing considerable growth: that of foods combining naturalness and health, and that of an entrepreneurial approach focused on sustainable development.



## ❖ Nutritis, some key figures and highlights at FIE 2011



More than 300 visitors to the stand  
250 B-to-B meetings  
A press breakfast and five interviews relative to the FIE event.



## ❖ Nutritis, an update on company news and its industrial and commercial prospects

### Nutritis, key steps in company growth 2011-2012

#### **NUTRITIS: its concept, key words and positioning**

An innovative product range at the heart of trends towards Naturalness and Health,  
Research projects and validated nutritional benefits,  
An approach that combines innovation and sustainable development,  
Hugely increased production capacity through the opening of new facilities in 2011,  
Exponential growth and an innovative concept acknowledged by international expert panels.



## ➤ **General presentation of Nutritis SA**

Set up in 2006, Nutritis is based on a patented technology (2007, extended globally in 2009) for the extraction of natural sugars from fruits. After investments of more than €1.2 million in R&D during its early years as a start-up, an alliance in 2010 with the Grap'Sud Group, and a further injection of more than €10 million in its industrial assets in 2011, have meant that Nutritis is now displaying exponential growth.

In 2011, Nutritis, which has its head office in Moissac, south-western France, received several awards in recognition of its dynamism (Entreprise d'Avenir, Grand Prix Tendances & Innovations SIAL Canada 2011, Technology Transfer Trophy, Green Business Prize).

Based on the novel concept of valorising fruit sugars, the company today develops and produces an unique range of natural sugars directly extracted from fruits: FructiSweet®, Fructisweet Original®, FructLight®, Ex Grape Sugar® (also available in an organic version). Tailor-made, colourless, odourless and combining fructose, glucose and sucrose as required by the customer, Nutritis sweetening solutions can be used in a broad variety of applications and finished products. Because of the needs of its industrial customers, the company positions itself around the key words "Naturalness", "Health" and "Clean label", which is wholly in line with current consumption trends and a global vision of a sustainable economy and development.

## ➤ **An update on the technology, production and plants**

In 2011, Nutritis opened two new production plants, based in Rieux-Minervois (Aude) and Cruviers-Lascours (Gard), respectively. Preferring short supply circuits and soft, environmentally-friendly processes, Nutritis implements its manufacturing operations in close interaction with the fruit production areas of southern France and Europe. Opened in the summer of 2011, the unit in Rieux can now process 35,000 tonnes of fruit, which are subsequently transformed into fruit sugars at the site in Cruviers.

## ➤ **Results of clinical trials on FructiLight®**

FructiLight® is one of the sugars recently developed by Nutritis R&D. Containing 95% natural fructose, FructiLight benefits from particularly interesting nutritional properties, which have now been reinforced by an official opinion from the EFSA indicating that fructose can usefully replace standard sugars in the context of lowering postprandial blood sugar levels.

In collaboration with INSERM, Nutritis carried out a study in 2010 which showed that in the mouse, the Glycemic Index of FructiLight® was half that of fructose. In 2011, Nutritis completed a second study in humans that described a Glycemic Index of 11.93 for Fructilight and confirmed the very weak impact of native fruit fructose on postprandial blood sugar and insulin levels in healthy subjects. These recent clinical findings corroborated the results obtained previously and can now position Fructilight as the caloric sugar with the lowest Glycemic Index (GI=11.93) on the market. In the current context of efforts to control the diseases of civilisation, foods with a low Glycemic Index have clear advantages in terms of reducing satiety, regulating energy intake and preventing metabolic disorders.

## ➤ **Focus on the "2 P": *Partnerships & Products*: a look back at a successful partnership in the development of innovative products**

Nutritis has always nurtured an ambitious partnership policy, both with research organisations (INSERM, INRA, INSA, collaborative projects with competitiveness clusters, etc.) and in the design of innovative products and concepts and their international distribution.

During the press breakfast organised on 30 November at the FIE 2011, products developed in partnership with CP Kelco, the world leader in food texturing agents, were presented and tasted:

creamy strawberry desserts, low-sugar preserves, etc. These products, made using Fructilight® from Nutritis and GENU Explorer pectin from CP Kelco, are positioned as "clean label" foods and provide healthy, flavoursome and inexpensive alternatives to spreads and sweet desserts. Furthermore, these examples of concept products illustrate the dynamic innovation paths followed by the two companies and their pertinent positioning of products that ally flavour, pleasure and health.

➤ **A snapshot of Nutritis' development strategy and markets**

With a differentiating image for finished products and their manufacturers, and attractive to consumers because of their image of naturalness and associated nutritional benefits, Nutritis sugars offer optimised sweetening solutions with respect to the technological properties of final preparations and guaranteed fruit origins, enabling the labelling of products with "GM-free" and "additive-free" and arguing in favour of a "clean label" market positioning. These different advantages have enabled an exponential development of sales by the company focused on three main areas: - markets and applications (preserves, compotes, ice-creams, sorbets, yoghurts, cereal bars, soft drinks, etc.), - consumption trends (clean label, naturalness, health, organic, etc.), and – deployment at export (Germany, Spain, Italy, Belgium, Denmark, Norway, Sweden, Finland, Austria, Serbia, Switzerland, Portugal, United Kingdom, Canada, Korea, Japan).



*"Our first participation in FIE 2011 as an exhibitor was a hugely positive achievement! For us, beyond the success of B-to-B discussions and meetings, and the crowds that came to our stand, it provided a means to verify, at the heart of the ecosystem dedicated to food ingredients that is the FIE, that our positioning responds perfectly to the needs and demands of our customers in the agri-food industry and ultimately those of consumers. These modern expectations concern naturalness and healthy eating, which correspond*

*precisely to the position adopted by Nutritis when it was first set up – that of a pioneer in the sector of natural fruit sugars – and which continues to be reaffirmed on a daily basis. Our product ranges meet these two requirements and display unique properties and benefits, both regarding their ability to be included in a broad variety of applications, and their nutritional usefulness, notably with FructiLight, whose Glycemic Index of 11.9 means it is a valuable tool in the fight against the diseases of civilisation" concluded Pierre Lapoujade, founder and CEO of Nutritis SA.*

**CONTACT PRESSE**

Alexandra Foissac  
Cabinet VICBIOSTART – Toulouse  
eMI: alexandra.foissac@vicbiostart.fr  
Tel: +33 (0) 5 61 14 24 54 - Mob: +33 (0) 6 60 25 29 39

## ABOUT NUTRITIS

Nutritis creates fruit sugars for the agri-food industry that ally naturalness and unique nutritional properties. Accredited as a Young Innovative Company, Nutritis bases its efforts on three pillars: innovation in its concept, its market and its technology, and benefits in particular from a portfolio of owned technologies (patented process developed in partnership with INSA Toulouse). Supported from the start by the Midi-Pyrénées company incubator, the French Ministry for Research and OSEO, Nutritis has now become an active member of two competitiveness clusters (Agrimip Innovation and Cancer-Bio-Health) and focuses its original positioning in four major areas; those of health, innovation, sustainable development and territorial growth, in line with current societal and environmental concerns.

Nutritis SA - Moulin de MOISSAC - 1 Promenade Sanceret - F-82200 MOISSAC - [www.nutritis.com](http://www.nutritis.com)

## NUTRITIS AND ITS NETWORK

### **Company details:**

NUTRITIS SA with an Executive Board and Supervisory Board (Tarn-et-Garonne)

Creation of a 100%-owned subsidiary in July 2010: NUTRITIS Production SAS (based in the Gard)

### **Scientific partners:**

CRITT Bio-Industries, Purpan Engineering School, INRA (UMR1054), INSA Toulouse, INSERM (I2MR U858), PA3S, Université Paul Sabatier

### **Industrial partners:**

Grap'Sud (Aude, Gard)

### **Equity investors:**

Grap'Sud, Midi Capital, Groupe IRDI (Midi-Pyrénées Croissance MPC, FAM), Intellagri, SFFP, Soridec, TGI

### **Investors/Banks:**

Lead: Banque Courtois

Bank loans: Banque Courtois, Banque Populaire Occitane, Crédit Agricole Toulouse 31, Crédit Agricole Languedoc-Roussillon, Société Générale Toulon Var

Leasing companies: Starlease/Groupe Crédit du Nord, Crédit Agricole-Lixxbail, Sogelease, Natixis Lease (25% respectively)

### **Institutional partners:**

Novalia 82, ADE82, Midi-Pyrénées Region, Languedoc-Roussillon Region, Midi-Pyrénées Incubator, OSEO, French Ministry for Research, Cancer-Bio-Health and Agrimip Innovation Competitiveness Clusters

### **Consultants/Lawyers/Business:**

Fidal Montauban / Rémy Boix, Patricia Cazalis.