

VITAFIBER® IMO, CANADIAN BIONEUTRA'S POPULAR HEALTHY ALTERNATIVE TO SUGAR, IS NAMED THE WORLD'S TOP BEVERAGE INGREDIENT

JUDGES PRAISED THE COMPANY'S FOCUS ON SUGAR REDUCTION

EDMONTON, ALBERTA, CANADA, November 16, 2020 /EINPresswire.com/ -- [VITAFIBER®](#) IMO, BIONEUTRA'S POPULAR HEALTHY ALTERNATIVE TO SUGAR, IS NAMED THE WORLD'S TOP

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*Dr. Steve Jakeway, COO,
BioNeutra Global Corp.*

A leading food/beverage industry publisher, FoodBev, today named VitaFiber® IMO, a healthy alternative to sugar, as the world's top beverage ingredient. VitaFiber and other award winners were announced at the 18th Annual World Beverage Innovation Awards in Nuremberg. Almost 300 nominations came from twenty-five countries across twenty-two categories.

BioNeutra Chief Operating Officer, Dr. Steve Jakeway says, "It is truly an honour to be recognized as the best beverage ingredient in the world! We understand the importance of sugar reduction not only in beverages but across all food categories. VitaFiber® IMO stands at the intersection of sugar reduction and great taste allowing our clients to develop superior products that consumers love."

FoodBev Senior Awards Marketing Executive Laura Nettle says, "...the awards celebrate some of the most ambitious new products and developments of the year from both new and established brands in the global beverage industry."

Today's selection of VitaFiber by FoodBev is the fourth international recognition this year for the BioNeutra product. VitaFiber® IMO was previously chosen as a finalist as the top prebiotic ingredient in the USA; as a finalist as the top sports ingredient in Europe and as a finalist as the

top sports ingredient in Asia in three separate award competitions.

About BioNeutra

BioNeutra is an award-winning, sector-leading Canadian company in the business of research and development, production and commercialization of ingredients for nutraceutical, functional and mainstream foods and beverages with a focus on its lead product platform – VitaFiber® IMO. BioNeutra's goal is to improve consumer nutrition and public health.

VitaFiber® IMO is made using a patented process that naturally and enzymatically converts starch molecules from plant-based starches such as pea or tapioca into healthy functional molecules.

The conversion process does not involve any chemical modification making VitaFiber a natural food and beverage ingredient. regarded as safe (GRAS) by the U.S. Food & Drug Administration; a novel food ingredient by Health Canada and the European Food Safety Authority. Additionally, Health Canada has approved VitaFiber® IMO as a dietary fiber. VitaFiber® IMO is naturally sweet, lower in calories than sugar and a natural source of prebiotic dietary fiber for human digestive health.

VitaFiber® IMO is also non-GMO, vegan friendly, gluten-free, Kosher and Halal certified and available as certified organic.

The Company's customers include a mix of small and medium businesses as well as a number of high- profile food and beverage manufacturers on four continents.

www.bioneutra.ca

www.vitafiberimo.com

www.vitafiber.ca

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