



Trade Fair Innovations: Responding to the Rise of Health Awareness and Conscious Consumption

Elmshorn, December 15, 2023 – Catering to a growing health mindset and an increasingly conscious consumer base, functional ingredient supplier CAPOL is set to present innovative confectionery finishing solutions and natural color options at ProSweets 2024, aiming to support manufacturers navigate prevailing trends and changes related to health consciousness within the industry.

The confectionery industry has been significantly influenced by the prevailing health and wellness trend in recent years. Consumers are increasingly becoming more health-conscious and gravitating towards products that meet their dietary needs and align with their lifestyles. This change in consumer behavior has led to a surge in demand for healthier confectionery choices, characterized by reduced sugar content, more natural ingredients, and the incorporation of functional benefits. Transparent and clean ingredient lists have become the flagship for a movement of consumers who are increasingly conscious of their nutritional choices.

Functional Gummies are driving growth

There is a growing consumer interest in confectionery products that offer functional benefits, encompassing added vitamins, minerals, and various nutritional enhancements. Moreover, alongside addressing physical needs, consumers are increasingly recognizing the significance of promoting strong mental health and supporting emotional well-being. Among the emerging trends, the category of functional gummies has witnessed a remarkable surge in popularity, serving as a significant driver for continued expansion of the functional confectionery market.

To ensure impeccable hygiene standards and to prevent any cross-contamination during the production of functional gummies, gummy manufacturers are transitioning from traditional mogul plant production to starchless manufacturing lines. Whereas in a traditional setup the molds, in which the gummy mass is poured, are shaped using a starch bed, the starchless technology uses predefined solid forms, including for example silicone, metal, or polycarbonate molds.

Starchless molding requires optimized product finishing

Ensuring a smooth demolding process for the gummies, as well as achieving an appealing finish in the oiling process, has become a crucial focus amid the adoption of starchless molding technology. "Working closely with our customers, we identified that there are additional, critical needs in starchless applications when it comes to surface treatment of functional gummies", explains CAPOL Technical Director AJ Khoury. "For instance, manufacturers frequently encounter issues concerning gummies that are excessively coated with oil, leading to a compromised product appeal and untapped efficiencies."

Addressing the challenges associated with starchless molding, CAPOL has developed an innovative finishing system tailored specifically for starchless molded gum confections, set to debut at the upcoming ProSweets/ISM in January 2024.

Health awareness drives ingredient innovation

"The increasing emphasis on better-for-you snacking and conscious consumption remains one of the key drivers in ingredient selection and innovation within the confectionery industry," notes CAPOL Head of Marketing and Communications Ann-Christin Meier. This



trend is largely fueled by consumer preferences. Moreover, there is a growing influence of health considerations in global confectionery market dynamics, with regulations increasingly impacting ingredient choices within the industry. Recent developments, such as the ban on red dye 3 in California, which has a profound impact on the entire US food industry, as well as ongoing discussions concerning the use of the whitening agent titanium dioxide underscore these implications. Using its long-standing expertise in providing natural ingredient solutions, CAPOL has developed effective alternative solutions to support candy manufacturers navigate necessary product reformulations and respond to these regulatory changes.

Natural color solutions cater to conscious consumers

In an era where consumers view artificial additives as contradictory to their health-conscious lifestyle, natural colors can make the difference. CAPOL recently expanded its VIVAPIGMENTS® range of natural color pigments, introducing a new safflower-based yellow that complies with the EU regulatory requirements for coloring foodstuff. This latest addition now completes the company's portfolio of primary colors classified as coloring food, all developed using the company's proprietary VIVAPIGMENTS® technology. This technology enables the creation of natural color pigments derived from natural sources while replicating the properties of lake colors.

With a wide application scope within the confectionery segment, VIVAPIGMENTS® natural color options cater to the growing demand for health-conscious ingredients. Interested attendees can explore these opportunities firsthand at the CAPOL booth at ProSweets 2024 in **hall 10.1, booth no. D018**.



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Application of new safflower-based yellow to confectionery assortment. This latest addition adds to the CAPOL natural colors portfolio classified as coloring foods, all developed using the company's proprietary VIVAPIGMENTS® technology.

About Capol

Capol GmbH was founded in 1975 and today operates worldwide as an expert for special applications based on natural ingredients in the food industry.

With more than 250 innovative glazing, release and sealing agents, the company is one of the world's leading suppliers of surface finishes for the confectionery industry. The products are known under brand names such as CAPOL®, CAPOLAN®, CAPOLEX® and FIX GUM®.

With extensive application expertise in surface treatment, CAPOL also provides ready-to-use product solutions, such as coating and release agents, for a wide range of applications in the food industry. Under the brand name VIVAPIGMENTS®, CAPOL markets natural color pigments whose manufacturing process is patented. Individual flavor compositions in customized development complete the portfolio.

Product manufacturing at the company's own production sites in Europe and North America follows the strictest standards of quality and food safety, which are regularly confirmed by external certifications. The company is active worldwide with a network of its own companies or through agents and trading companies and employs over 100 people.

Since 2013, the CAPOL Group has been part of Freudenberg Chemical Specialities, a Business Group of Freudenberg SE, Weinheim.

Capol GmbH
Otto-Hahn-Str. 10
25337 Elmshorn
Germany

Phone: +49 (0) 4121 4774-0
E-Mail: info@capol.de

Visit us online: www.capol.de and www.vivapigments.com