Synergy Unveils Combined Vanilla Brand

International flavour specialist, Synergy (www.synergytaste.com), is reinforcing its vanilla offering with the unveiling of a combined Synergy Vanlab brand. The new approach brings together Vanlab's traditional vanilla artistry with Synergy's own industry leading technologies. Fusing the complementary offerings of both companies, the combined brand establishes Synergy's position as the industry's pioneering vanilla supplier. The move follows Synergy's acquisition of international vanilla expert, Vanlab Corporation, in January 2007. With more than a century of expertise in the production and blending of pure vanilla extracts, Vanlab's extensive product range strengthens Synergy's existing vanilla capabilities. Already a leader in signature vanilla flavourings and extracts, Synergy sources high quality, authentic vanilla products from across the world. The combined talents allow Synergy Vanlab to offer customized vanilla flavour profiles to meet every application need.

Interest in vanilla has increased markedly, partly in response to the growing trend for premium products. Manufacturers keen to capitalize on the demand for high quality, authentic products are turning to vanilla to enhance a variety of applications, such as beverages, dairy, bakery and confectionery. Vanilla has also demonstrated great potential as an alternative to artificial flavourings. With the current move towards clean label ingredients, many manufacturers are looking to this natural ancient spice to improve product taste profiles. Synergy Vanlab offers an extensive choice of vanilla products and a sophisticated extraction process that ensures the finest vanilla profiles, with consistency guaranteed by continuous quality control on all items, from raw materials to finished products. "This is an exciting time for Synergy," commented Steve Morgan, Synergy's Commercial Director. "Uniting Vanlab's 100 years of experience with our own vanilla know-how has allowed us to offer customers superior service and a broader range of products."

New Revenue Opportunities from Crop Processing

Upfront Chromatography A/S (www.upfront-dk.com), the world's leading developer of customized industrial-scale separation services, has announced that commercial production of highly functional proteins from the side-stream of potato processing has been enabled using its Rhobust processing platform. The Rhobust adsorbent is a key component of Solanic's industrial processing plant, which was officially opened in December 2007, in Gasselternijveen, the Netherlands. Solanic is the protein business unit of the potato starch giant AVEBE. The functional proteins isolated using this process have a wide range of functionalities comparable with high grade proteins, such as egg and milk proteins. The plant currently has the capacity to produce 1000 tonnes of functional protein per year, and Solanic aims to produce 10,000 tonnes of protein per year in a second phase, which will be the world's largest industrial protein chromatography installation by far.

"The adsorbent allows us to extract previously inaccessible proteins from our waste stream," commented Marco Giuseppin, Director R&D of Solanic. The installation at the Solanic plant employs Upfront's proprietary mixed mode ligand chemistry to enable the isolation of functional proteins without using traditional heat coagulation methods. Upfront offers extensive technical and regulatory support to its customers and has worked in partnership with Solanic to ensure seamless transfer of know-how in the application of these adsorbents. "The Rhobust platform offers companies significant new revenue opportunities in the protein food ingredients industry," commented Allan Lihme, Technical Director at Upfront Chromatography. "Our technology has already been proven to be suitable across a wide range of industries and we are currently looking at numerous applications in crop processing, such as wheat, pea, corn, oats and other cereals. The question we would like to ask food ingredient companies is: who wants to be the next protein success story?"

Lp299v Probiotic Penetrates the Indian Market

Institut Rosell-Lallemand has announced that dietary supplements based on the clinically documented probiotic *Lactobacillus plantarum* 299v have been launched in India. Two distribution agreements were signed in 2007 with major players in the Indian pharmaceutical market — Ranbaxy and Aristo Pharmaceuticals — which guarantee Institut Rosell-Lallemand complementary distribution channels to gain access to the entire market in that country. India is the fourth largest pharmaceutical market in the world, offering huge growth potential for the dietary supplement segment. An initial agreement was signed last May with Aristo Pharmaceuticals, a dynamic and rapidly growing pharmaceutical company with an established promotion network in the general practitioner and pharmaceutical communities. Aristo Pharmaceuticals will market the probiotic under the Darolac IBS trademark. The second partnership was concluded in September with Ranbaxy, one of the top ten generic drug companies in the world. Ranbaxy will launch the probiotic among gastroenterologists and other gastro specialists under the trade name of Leviosa299v. These agreements open two complementary distribution channels for a clinically documented probiotic that targets a growing health issue in India — Irritable Bowel Syndrome (IBS). IBS prevalence in that country has now reached the same level as in Europe, Japan and North America, and is estimated to affect 10–20% of the population. "We are highly confident that the solid presence and reputation of our partners and the synergy of their distribution strategies will achieve optimal penetration of the Indian market," underlined Valérie Delahaye-Sarraute, Deputy General Manager of Institut Rosell-Lallemand. "Recent regulatory progress, such as the adoption of the Food Safety and Standard Bill that officially recognizes the status of dietary supplements in India, together with a cultural tradition of complementary and alternative medicine, offers huge potential for scientifically supported probiotics in India."