



## **Press Release**

*For Immediate Release*

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## **BIOENERGY LIFE SCIENCE, INC. LAUNCHES NEW PRODUCT APPLICATIONS AT THE INSTITUTE OF FOOD TECHNOLOGISTS' ANNUAL MEETING & FOOD EXPO**

**MINNEAPOLIS, MN -- JULY 8, 2010 (IFT BOOTH #4900)** – There's a new trend about to hit grocery store shelves. Industry insiders have observed that consumer packaged goods (CPGs), manufacturers -- who used to be conservative when it came to adding natural, functional energy ingredients to their mainstream foods and snacks -- are now looking at the advantages and healthy benefits these ingredients provide. Bioenergy Life Science, Inc. ([www.bioenergyribose.com](http://www.bioenergyribose.com)) is leading the way by showing major food manufacturers and snack companies how Bioenergy RIBOSE® can add the health benefits their customers are seeking — such as increased energy — with its three new Bioenergy RIBOSE-infused product offerings: **Ribo Morning Toaster Fruit Tarts, Ribo Charger Creamer** and **Gabe's Ribo Energy Gel Shots**.

"I am definitely seeing a trend that CPG companies are embracing natural functional ingredients in a way they didn't before," says Kimberly Stewart, former Editorial Director for the trade magazine *Functional Ingredients*. "Many of the concepts that started out in the natural products industry are becoming more mainstream. The industry is growing at a rate CPG companies just can't ignore anymore."

"Bioenergy RIBOSE is natural, energizing, and extremely versatile for use in new food and beverage products," says Kathy Lund, Vice President of Sales and Marketing for Bioenergy Life Science, Inc.'s Ingredients Division. "We are excited to launch these new application concepts, and they are only just the beginning. There are numerous other possibilities for using Bioenergy RIBOSE to add functionality to products."

Bioenergy is the world's leading company for ribose and markets the only patented brand. Bioenergy RIBOSE stimulates the synthesis of adenosine triphosphate (ATP), the essential energy compound found in every cell in the body. Since ATP is critical for maintaining energy-related



functions, ribose is a functional ingredient well-suited for adding energy and athletic performance benefits to consumer packaged goods. Ribose also provides healthy levels of cardiac energy needed to maintain normal heart function as well as increases tolerance to cardiac stress.

Enter Bioenergy RIBOSE's new **Ribo Morning Toaster Fruit Tarts**. The Ribo Morning Fruit Tarts are a simple, natural way for adults to find better health through nutrition in the convenience of a pick-up-and-go breakfast tart. Each Ribo Morning Toaster Fruit Tart is made with fortified whole grains, real fruit and naturally sweet Bioenergy RIBOSE. It's heart smart and caffeine-free. The Ribo Morning Fruit Tarts are available in four flavors – Fig, Blueberry, Apricot Peach and Mango.

Another new CPG product Bioenergy is launching at the IFT show is **Ribo Charger Creamer**, the only coffee creamer that adds both flavor and a heart-healthy kick to coffee. Infused with Bioenergy RIBOSE, each drop of Ribo Charger Creamer supplies natural energy, heart protection and flavor. Ribose provides a type of sustainable energy that can jumpstart one's day, as well as helps maintain healthy levels of cardiac energy and normal heart function throughout the day. Ribo Charger Creamer is low in fat, caffeine-free and is available in three flavors – Hazelnut, Dark Chocolate and Caramel. Ribo Charger Creamer is conveniently packaged in both single serve cups and pints.

Also making its debut at the IFT show is **Gabe's Ribo Energy Gel Shots**, the all natural Bioenergy RIBOSE energy supplement that focuses on better muscle performance for active adults. Ribose, an essential building block of ATP, is the compound that stores and delivers energy to one's muscles and is essential for strong athletic performance and better muscle recovery. By ingesting before and after exercise, it's an easy way for an athlete to protect and improve his/her muscles as supplemental ribose increases athletic performance, reduces muscle cramping and soreness and improves endurance. Gabe's Ribo Energy Gel Shots are made with real fruit and all-natural Bioenergy RIBOSE and are available in three flavors – Very Berry, Mango Passion and Acai Pomegranate.

Functional foods and beverages have been on a steep rise for the past decade, reaching \$30.7 billion in sales in 2008 — about five percent of the total U.S. food market.<sup>1,2</sup> The leading reason for that growth is that aging baby boomers are more passionate about their health than previous generations, so foods with functional health benefits are very appealing.

“Health and wellness is on the business agenda of practically every food company,” comments Kantha Shelke, a food scientist at the Chicago-based food science and nutrition think tank Corvis Blue. Initially, when food companies started looking at how to make their products healthier, they generally made the decision to add more fiber to their products, she explains. “If you want your

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<sup>1</sup> Institute of Food Technologists. June 1, 2009. <http://www.ift.org/food-technology/daily-news/2009/june/01/functional-food-growth-slows.aspx>

<sup>2</sup> Progressive Grocer. Aug. 23, 2009. [http://www.progressivegrocer.com/progressivegrocer/content\\_display/supermarket-industry-news/e3i91e05ffd5e045bf10ff01493d88ace3c](http://www.progressivegrocer.com/progressivegrocer/content_display/supermarket-industry-news/e3i91e05ffd5e045bf10ff01493d88ace3c)



products to stand out from the others, it's not enough now to just reduce the sodium, reduce the sugar and increase the fiber. You have to do something significant and something innovative that will separate you from the rest of the pack," Shelke says.

As a functional ingredient, Bioenergy RIBOSE has several advantages. For manufacturers, it is easy to formulate with, highly stable and GRAS-affirmed. For consumers, ribose is not a stimulant, which is in keeping with another trend identified by Stewart, "What I started to see about a year ago is that everyday consumers were looking for ingredients that helped with energy and fatigue, but (they) didn't want to go with highly caffeinated shots that would keep them up all night," she explains.

**About Bioenergy Life Science, Inc. ([www.bioenergy.com](http://www.bioenergy.com))**

Bioenergy Life Science, Inc. — THE RIBOSE COMPANY™ —has achieved GRAS (Generally Recognized as Safe) status for Bioenergy RIBOSE® from the U.S. Food and Drug Administration. The privately held, Minneapolis-based life sciences company has amassed a large body of scientific literature on the uses of ribose for people across all age and health categories. Bioenergy has more than 10,000 customers for its proprietary Corvalen® family of products, and millions worldwide use Bioenergy RIBOSE in leading functional foods such as energy bars and beverages. Currently, Bioenergy RIBOSE is included as an ingredient in hundreds of products worldwide. The company's core technology lies in the development and commercialization of products based on the physiological benefits of Bioenergy RIBOSE for health and wellness.

**About IFT**

The Institute of Food Technologists' Annual Meeting & Food Expo is an annual event that brings together professionals involved in both the science and the business of food - experts from around the world from industry, academia, and government. Please visit [www.ift.org](http://www.ift.org), for more information.

For more information about Bioenergy RIBOSE, call (866) 4RIBOSE or visit [www.bioenergy.com](http://www.bioenergy.com). For media related inquiries, contact Renee Cooper of Christie Communications at (805) 969-3744 or [rcooper@christiecomm.com](mailto:rcooper@christiecomm.com).

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