

## **Roquette Launches a New Rice Protein**

*The company extends its NUTRALYS® plant protein range to better address consumer demand for healthier food.*

La Madeleine, France – June 23, 2022. **Roquette, a global leader in plant-based ingredients and a pioneer of plant proteins, announced today the launch of two rice proteins, a bold move that adds a new botanical origin to its current portfolio. With NUTRALYS® rice protein, Roquette offers consumers a familiar, safe and nutritious alternative protein with premium quality and high standards of production. The rice protein by Roquette will be presented for the first time during IFT FIRST event, July 10-13, in Chicago. This launch is a new step in the group's commitment to develop a new plant-based cuisine that supports healthier lifestyles.**

Rice protein is popular among nutritional applications such as special diet foods, sports nutrition or snacks. Product launches with rice protein rose at 20% CAGR over 2017-2021, according to Innova Market Insights. A strong growth is also foreseen for dairy (+38% CAGR over 2019-2021) and meat alternative applications (+122% CAGR over 2019-2021) as rice is a well-known, familiar ingredient for savory foods and desserts.

To health-conscious consumers who look for plant-based foods and beverages to support their active lifestyle, NUTRALYS® rice protein offers a non-GM, gluten-free and tasty plant-protein source, to associate with NUTRALYS® pea protein for a complete vegetarian protein supplementation.

### **A new botanical origin, proof of Roquette's power to constantly innovate**

A survey conducted by Innova in 2020 shows that rice is the second preferred protein alternative for consumers. The new NUTRALYS® rice protein range, composed of a rice protein isolate and a rice protein concentrate, will be first available in North America and in Europe. Roquette helps customers win over new consumers looking for a broader range of appealing and well-known plant proteins.

With a fine particle size that contributes to smooth and soft texture, and an appealing light cream color, rice protein benefits from a good dispersibility and flowability. This allows great applications in fields such as specialized nutrition, especially in combination with other plant proteins such as pea protein.

### **Rice: a further step in Roquette's contribution to the food revolution**

NUTRALYS® is a recognized worldwide brand for premium plant proteins, and this new rice protein range highlights how Roquette is uniquely positioned to respond to the current food revolution by entering a new growing market.

According to **Jeremy Burks, Senior Vice President of Plant Proteins at Roquette**: *“There is an unstoppable food revolution underway that is changing how people eat. In the USA or in Europe, consumers are asking for better plant-based protein that tastes great while being nutritious and safe. Building on our more than 40 years of expertise in plant proteins, today we offer a new rice protein to stay at the forefront of this shift and to keep building the plant-based cuisine of the future! At Roquette, we aim to be the best partner for all our customers and all food lovers.”*

**About Roquette: “Offering the best of nature”**

*Roquette is a family-owned global leader in plant-based ingredients, a pioneer of plant proteins and a leading provider of pharmaceutical excipients. Founded in 1933, the company currently operates in more than 100 countries, has a turnover of 3.9 billion euros, and employs more than 8,000 people worldwide.*

*Life and nature have been our sources of inspiration for decades. All our raw materials are of natural origin. From them, we enable a whole new plant protein cuisine; we offer pharmaceutical solutions that play a key role in medical treatments; and we develop innovative ingredients for food, nutrition and health markets. We truly unlock the potential of nature to improve, cure and save lives.*

*Thanks to a constant drive for innovation and a long-term vision, we are committed to improving the well-being of people all over the world. We put sustainable development at the heart of our concerns, while taking care of resources and territories. We are determined to create a better and healthier future for all generations.*

Discover more about Roquette on this [link](#).

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