



Press Release

For Immediate Release

July 8, 2014

Pinova, Inc., Offers Pinova® Ester Gum 8BG as a Cleaner Label Alternative to Brominated Vegetable Oil

In recent years, consumers have placed pressure on beverage manufacturers to remove brominated vegetable oil (BVO) from their beverages. As formulators and flavorists aim to clean up their labels and remove BVO from their formulations, many are turning to Pinova® Ester Gum 8BG glycerol ester of wood rosin as a safe and reliable alternative weighting and clouding agent. Pinova Ester Gum 8BG is produced from natural, renewable resources. The sole raw materials used in its manufacture are refined wood rosin and USP-grade glycerin. The glycerin used in the manufacture of Pinova Ester Gum 8BG is RSPO (Roundtable on Sustainable Palm Oil) certified. Pinova Ester Gum 8BG is the only ester gum product which is approved for use by the European Food Safety Authority (EFSA) and the Joint FAO/WHO Expert Committee on Food Additives (JECFA).

When replacing BVO with Pinova Ester Gum 8BG, beverage formulators have found they can achieve enhanced performance attributes such as a more robust flavor and equal or better clouding performance.

Pinova Ester Gum 8BG is used in an array of beverage types including sports drinks, carbonated beverages, alcoholic mixers and drinks, and more. Its unique attributes, including proven safety, extensive regulatory approvals, ease of handling, superior performance, and innovative packaging, combine to make Ester Gum 8BG the stable choice for beverage formulators around the world.

If you are interested in learning more about how you can reformulate and enhance your beverages with Pinova Ester Gum 8BG, please contact a formulation specialist at esterguminfo@pinovasolutions.com for more information.