



PURE BETAINE – POWER OF NATURE

Natural ingredient for food supplements



©DuraBeet®

A TRADEMARK OF AGRANA



THIS IS
DURABEET®



PLANT-BASED,
NATURAL &
SUSTAINABLE



IMPROVES
STRENGTH & POWER



IMPROVES MUSCLE
ENDURANCE



MULTIFUNCTIONAL
INGREDIENT



PURE BETAININE, THE POWER OF NATURE

Natural ingredient for food supplements

DuraBeet® betaine is a 100% plant-based, natural, high-quality multifunctional and crystalline betaine, derived from certified GMO-free sugar beet molasses.

This purified form of anhydrous betaine (99%) serves as a multifunctional ingredient for various food, beverage and nutrition applications. DuraBeet® is a logical ingredient option to improve strength, power and endurance in sport activities through its proven improvement of the metabolic process.

NATURAL PERFORMANCE BOOST

DuraBeet® betaine has numerous health benefits for the human body and it is a particularly preferred ingredient in sports nutrition and dietary supplements. Due to its positive effect on the homocysteine metabolism, **DuraBeet®** is a sustainable natural upgrade to boost physical performance, by optimizing strength, power and muscle endurance.

In general, **DuraBeet®** has two main functions:

- > Osmolyte
- > Methyl donor

As an osmolyte, betaine protects cells, proteins and enzymes from environmental stress and helps to maintain cell functions. Organic osmolytes are small solutes used by cells of numerous water-stressed organisms and tissues to mainly maintain cell volume.

As a methyl donor, betaine participates in the methionine cycle, primarily in the human liver and kidneys. Methylation is one of the most important biochemical processes happening continually in nearly every human cell, therefore we need methylation for the human body to function optimally.

HEALTH INGREDIENTS FOR SPORT NUTRITION

Sports beverages, bars, boosters and various supplements for boosting athlete's performance are growing in popularity due to constant increased awareness in an active and healthy lifestyle across the globe.

Main components contributing to the nature of a sport are to gain energy, power, strength and endurance. **DuraBeet®** is the logical choice to support these key elements for sport nutrition and for athletes choosing plant-based, natural and sustainable products.

Sportspersons today are well aware of the functional properties of ingredients they choose for physical performance improvement. A natural and healthy choice of products for these customers is essential to support body performance and a healthy lifestyle.

PRODUCTION IS LOCATED IN THE CENTER OF EUROPE

DuraBeet® crystalline betaine is produced at the newly built betaine crystallization (September 2020) plant, in Austria, according to strict European standards, under a joint venture named Beta Pura GmbH between AGRANA and The Amalgamated Sugar Company. A unique, modern technology is used to maintain the properties of the natural beet, while at the same time high quality and safety is assured.

SUSTAINABLE PRODUCTION OF NATURAL CRYSTALLINE BETAININE

In addition to the production of sugar from beets, to generate more sugar from the by-product molasses, the molasses undergoes a desugarisation process to gain natural liquid betaine. To derive crystalline betaine, the liquid product passes through a crystallisation process. Subsequently the free-flowing, white, crystalline material is going through an additional polishing workflow to achieve food grade purity and colour quality.

APPLICATION, RESEARCH & INNOVATION

DuraBeet® can be easily applied to food supplements, sport drinks, and nutrition bar formulations. As the science on natural betaine continues to show promising results, the application areas are growing. The AGRANA Research & Innovation Center (ARIC) is continually working on product development for the food industry and creates customized solutions in partnership with our clients.

ABOUT AGRANA

AGRANA converts over 30 years' experience agricultural raw materials into high-quality foods and numerous industrial intermediate products around the world. It is the leading sugar producing company in Central and Southeastern Europe, as well the global market leader in producing fruit preparations and a top supplier of fruit juice concentrates in Europe.

DAILY DOSE RECOMMENDATION

- > Dietary intake of betaine is 0.5–2 g/day
- > Studies show best results when betaine supplementation lies between 1.5–6 g/day

SHELF LIFE

- > 24 months from production date in sealed original packages; stored in a dry, cool, and dark place, protected from direct sunlight and humidity

PACKAGING

- > PE polyethylene bags (20 kg)

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