

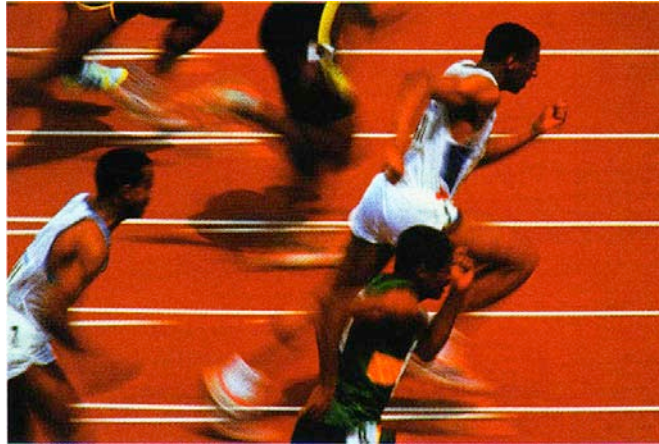
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Powering up the market with protein



AMINO-ACID FUNCTIONALITY

Ajinomoto offers the full range of amino acids. The advantage of this is that manufacturers can tailor formulations to specific users – fine-tuning that the Japanese company says cannot be achieved with protein ingredients.

For example, studies have shown that consuming the branched-chain amino acids leucine, isoleucine and valine before and during exercise improves performance and recovery times. The Aquarius Freestyle drink from Coca-Cola Japan contains just the right amount and combination of branched-chain amino acids to achieve this physiological effect.

Another example where a customised blend of amino acids offers consumers maximum functionality is in Amino Supli + 9, produced by Japanese manufacturer Kirin Beverage. The drink, which is endorsed by the World Health Organization, contains all nine essential amino acids.

Ajinomoto says the second benefit of using amino acids instead of proteins is that they do not need to be broken down by the body. “Proteins must be digested into individual amino acids by the body before they can be used. This can lead to digestive discomfort and have a negative effect on athletic performance,” a spokesperson explains.

Ajinomoto says the number of finished products with amino acids is on the rise, led by the rapidly developing Japanese and US markets. FF&M