

## N2 Ingredients Blends Innovation and Technology to Develop Gluten-Free Product With a Competitive Edge

TORONTO, ONTARIO -- (Marketwire) -- 10/14/09 -- [N2 Ingredients](#), announces the launch of ALTERNA, the gluten-free alternative to wheat and other gluten-containing flours and grains. Specially designed to replace flour in traditional bakery and other food products, ALTERNA offers a competitive edge and commercial marketability. "Our customers' operating challenges were a driver in our R&D" explains Bob Crane, president, N2 Ingredients. "By developing customized formulations, we've given manufacturers that are typically limited by their conventional processing, a profitable and relevant line-extension in gluten-free."

Delivering quality and flexibility, ALTERNA meets FDA/CFIA standards and all raw materials are sourced from gluten-free, dairy-free and nut-free facilities. Partly funded by the [Food and Beverage Industry Innovation Fund \(FBIIF\)](#), ALTERNA is a success story for FBIIF. Established to encourage investment into new and innovative processes, products and skills development, the FBIIF is administered by the [Agricultural Adaptation Council](#) in alliance with Agriculture and Agri-Food Canada's Agricultural Adaptation Program, the Ontario Ministry of Agriculture, Food and Rural Affairs, and the [Alliance of Ontario Food Processors](#).

"ALTERNA is a great example of Canadian collaboration. We combined government funding with academic research through our partnership with [George Brown College, Centre for Hospitality and Culinary Arts](#)" says Jackie Green, business development manager, N2 Ingredients. Research Scientist, Moira Cockburn and Sharon Booy, second-year student in the Culinary Management Nutrition program led the applied research for ALTERNA's development.

N2 Ingredients is a leading supplier of natural, gluten-free and certified organic food ingredients. Providing technical sales, marketing, importing, distribution and applications development expertise, N2 Ingredients helps customers maximize their food products' nutritional value. "Natural and nutritional foods are a fast-changing, growth market. We're excited about the launch of ALTERNA. It's another way we've reacted quickly to the market and helped our customers be on the forefront of demand" Crane adds.

Looking to launch a new product or improve the nutritional value of an existing brand? Seize your opportunities in the growing natural and nutritional foods segment. Contact N2 Ingredients for information about our full-line of innovative natural and nutritional ingredients.