



Prioritize Complete Plant Proteins with BENEEO's Faba and Rice

As more Americans embrace flexitarian and health-conscious eating, the demand for nutrient-dense foods and complete plant proteins continues to rise. BENEEO's faba bean and rice proteins combine excellent digestibility, a complete amino acid profile, and proven satiety - supporting healthy, active lifestyles for every generation.



> 1 in 2

US consumers are (extremely) interested in plant proteins¹.



> 1 in 3

US consumers describe their diet as Flexitarian².



Muscle Health & Strength

- Proteins should be prioritized to build and maintain muscle mass, especially during weight loss.
- A complementary blend of faba bean and rice protein delivers all nine essential amino acids, forming a complete protein that effectively supports muscle protein synthesis.



Satiety

- Dietary protein is linked to satiety³.
- Plant protein is as satiating as animal protein⁴.
- Protein is key to losing fat while preserving lean body mass.



Nutrient density

- BENEEO faba bean and rice protein provide well balanced & complete amino acid profiles.
- Excellent protein quality (DIAAS up to 101%)⁵ with optimal 43:57 rice:fabia blend.
- Plant proteins offer nutrient density without the added cholesterol and saturated fats of animal proteins, aligning with clean label and whole-food preferences.

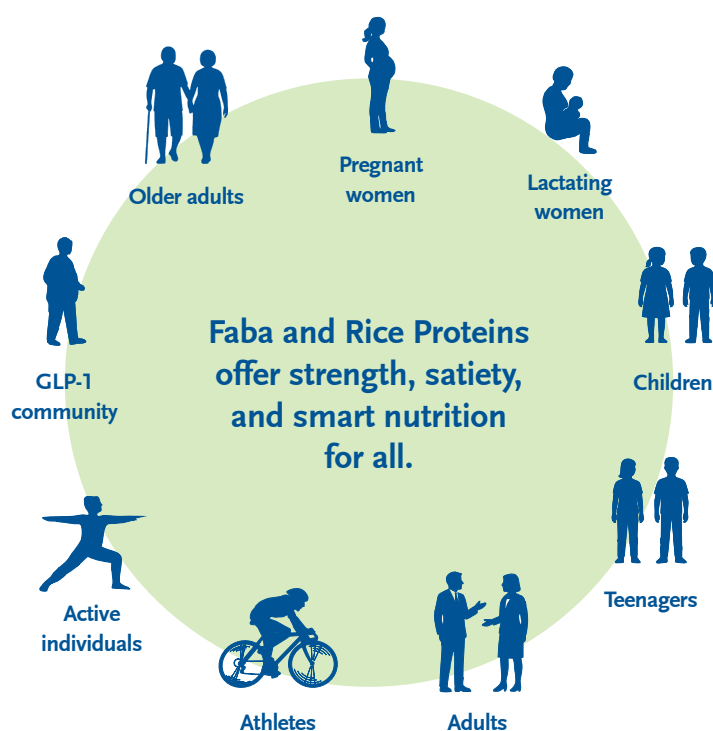


The Dietary Guidelines Advisory Committee (DGAC) recommends to prioritize plant proteins over animal proteins in the new 2025-2030 Dietary Guidelines for Americans.



Beneficial for everyone

Faba and rice proteins support nutritional goals across all life stages - from helping children build healthy habits to supporting muscle maintenance in older adults. Whether you're active, pregnant, managing weight, or simply aiming to improve your overall health, these plant proteins fit your needs.



Sources: ¹Health Focus International Global Trends Report 2024 ²Meat & Plant Based Trends in the USA, FMCG Gurus Country Report April 2025 ³Westerterp-Plantenga et al. (2012) Br J Nutr 108 Suppl 2, S105-12. <https://pubmed.ncbi.nlm.nih.gov/23107521/>; Zandstra et al. (2023) Foods (Basel, Switzerland) 12 (23). <https://www.mdpi.com/2304-8158/12/23/4280>; Vanhatalo et al. (2024) Appetite 194, p. 107171. <https://pubmed.ncbi.nlm.nih.gov/38113985/>; Neacsu et al. (2014) Am J Clin Nutr 100 (2), pp. 548–558. <https://pubmed.ncbi.nlm.nih.gov/24944057/> ⁴Reid-McCann RJ et al. (2025) Nutr Rev. 2025 Jul 1;83(7):e1581-e1603 <https://pubmed.ncbi.nlm.nih.gov/39813010/> ⁵DIAAS: Digestible Indispensable Amino Acid ScoreFAO 2013 standard; based on the reference pattern for older children and adults ⁶Scientific Report of the 2025 Dietary Guidelines Advisory Committee.

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