

CurraNZ® Crowned The Champion Sports Nutrition Product In Europe, 2022

CurraNZ®, the flagship New Zealand blackcurrant extract supplement from Health Currancy, has been named Sports Nutrition Product of the Year, 2022 for the second time, by the European Specialist Sports Nutrition Alliance.

The 2022 title completes a remarkable double for the first-to-market supplement, after being joint winners last year.

The judges described CurraNZ® as an 'outstanding, unique, evidence-based product, used by athletes and ticks all the right boxes'.

This latest award provides more top-level industry recognition for CurraNZ®, in a category that once again attracted some of the biggest sports nutrition brands in Europe. The award celebrates the best evidence-based sports nutrition product designed to enhance athletic performance and recovery.

CurraNZ® is a proprietary supplement that harnesses the unique botanical properties of the New Zealand blackcurrant, rich in the polyphenols – anthocyanins – and dietetically wrapped into a clinically proven, high potency extract, Enzans®.

The subject of a rapidly expanding portfolio of over 40 published exercise, performance, muscle recovery and health studies, the standardised CurraNZ® New Zealand Blackcurrant Anthocyanin Extract supplement is used by some of the world's leading sports teams and athletes.

Health Currancy UK Ltd founder, New Zealander Fleur Cushman, says. "We are ecstatic and humbled to win this award, particularly given the exceptional competition we faced in this category this year.

"As a small company that is establishing a new, novel ingredient in a competitive marketplace, receiving this award and hearing the judges' comments is absolutely fantastic.

"We are exceptionally grateful to the academics from across Britain who continue to pursue a New Zealand blackcurrant extract research agenda using CurraNZ®

"This year, they have published another five studies, including early data from a Liverpool John Moores University study, showing CurraNZ® accelerates glycogen

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resynthesis after exhaustive exercise. Their discovery reveals another significant mode of action for performance and recovery.

“We are very proud that CurraNZ® has exceptional benefits for supporting active users across the spectrum of the market, from grass roots consumers to elite sportspeople.

“Our research pipeline continues to provide much excitement and momentum and we look forward to unveiling more high-impact studies next year, as we approach our half century of peer-reviewed publications.”

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Other points of note:

- *CurraNZ® has quickly assembled an impressive collection of titles CurraNZ® after being joint winner of the European Specialist Sports Nutrition Alliance marquee Sports Nutrition Product of the Year Award 2021 and recipient of the Best Post Workout Product Awards, 2020 and 2021.
- In May, CurraNZ® won the Nutra Ingredients Europe Sports Nutrition Product award, adding to their wins in Asia (2020) and USA (2021).
- CurraNZ® is made from specific varieties of New Zealand blackcurrants, which contain one of the highest densities of anthocyanin of any berry and 1.5 times more than European blackcurrants.
- Over 40 peer-reviewed papers on sport and exercise performance have been published on CurraNZ® with many Universities worldwide researching the product for its health and sports benefits.
- The impressive body of research is earning the product international recognition for its applications across sports performance, muscle recovery and fat burning, plus cardiometabolic and glycaemic health.
- CurraNZ® is a supplement containing a proprietary formulation of 35% New Zealand blackcurrant anthocyanins, with the equivalent of a generous handful of New Zealand blackcurrants per 300mg capsule.
- CurraNZ® is certified by Informed-Sport, the global testing and certification program that provides assurance that our product has been tested for prohibited substances. A number of professional sporting bodies, such as the FA, RFU and PGA highly recommend that athletes only choose supplements that carry the Informed-Sport logo.
- CurraNZ® has just launched in the US and will be entering the Chinese market within the next few months.

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