

Paragon Pure and Boortmalt partnership expands multi-benefit, naturally sprouted whole grain ingredients

June 24, 2025 | Sugar reduction, texture, texture solutions, organic, clean and simple ingredients

Minimally processed SproutedByNature™ sprouted whole grain flours provide bulking and build-back in reduced sugar applications, providing meltaway and smooth mouthfeel, enhanced nutritional benefits and preferred on-pack claims.

ROCKY HILL, NJ, JUNE 24, 2025 – Paragon Pure, an innovator of natural and clean label food ingredients for the food and beverage industry, today announced its launch of SproutedByNature™ whole grain organic rice flour and barley flour that provide smooth texture and a clean label for sugar replacement in bakery, confectionery and snacks. These products were developed in collaboration with Boortmalt NV and are available for immediate distribution in all regions.

“As an industry, we’ve seen a growing demand for exciting and nutritious foods made with more sustainable ingredients, and we recognized the opportunity to approach the challenge from a fresh perspective – using the natural process of sprouting to enhance ingredient performance,” said Chris Gregson, chief executive officer for the company.

The sprouted whole grain flours represent Paragon Pure’s continued commitment to more nutritious and sustainable product innovation. SproutedByNature™ provides bulking while enabling sugar reduction of up to 50%. Labeled as “whole grain barley flour” and “organic whole grain rice flour,” these ingredients are sprouted to offer a natural source of vitamins, minerals and GABA, as well as support popular clean label claims, including “made with natural ingredients,” non-GMO, and others.

“These new flours are a novel solution for brands wanting to incorporate naturally sourced, consumer-preferred and sustainable ingredients that actually enhance the nutritional value without compromising the eating experience, and we’re grateful to work with Boortmalt to bring this innovation to life.”

Boortmalt NV has a long history of providing malted ingredients such as barley and wheat which can provide rich color and malt flavor for foods. Irina Bolat, Group Innovation Manager and Boortmalt X Venture lead, added: “As a company grounded in the tradition of malting, we stay true to our malting heritage while actively driving innovation in what comes next. We’re thrilled to apply our expertise to emerging food needs, from sugar alternatives to gluten-free solutions, positioning ourselves at the forefront of innovation and application in the modern food industry.”

While conventional bulking agents often change the texture, are stripped of healthful nutrients and add empty calories, SproutedByNature™ leverages germination to enhance mineral bioavailability, antioxidants and polyphenols, and it can be used alongside high intensity sweeteners to fully or partially replace sugars and syrups without modifying the texture or eating experience in a range of applications, including chocolate fillings, spreads and granola clusters.

"The challenge in improving the nutritional quality of foods without compromising the eating quality has become a more central part of the formulation conversation. Many manufacturers are aiming for the lowest possible amount of added sugar, but meeting those targets often means a trade-off in nutrition or texture. Our SproutedByNature™ flours are precision sprouted to provide the bulking component formulators need and the improved nutritional content consumers want," said Kelly Marks, Culinary Applications Manager, Paragon Pure.

Reduced sugar foods and beverages continue to grow in popularity as consumers report an increasing focus on health and wellness. Studies indicate that consumers at large exceed the recommended daily allowance of sugars, with Americans consuming more than twice the amount. Sugar is linked to myriad health conditions, including diabetes, cardiovascular disease and obesity.

Marks adds: "It's exciting to be able to support customers as they innovate in the better-for-you space, but it's more rewarding knowing we're helping the industry move in a better direction."

Further information on the benefits and potential applications of SproutedByNature™ flours as well as other clean label offerings can be found on the Paragon Pure [website](#).

About Paragon Pure

Paragon Pure, headquartered in Rocky Hill, NJ, is a supplier of consumer-friendly, nutritious and sustainable food ingredients. The Company's mission is to help food and beverage manufacturers develop delicious and sustainable products that satisfy consumers, drive brand value and bring positive impact via nutrition and reduced CO2 equivalence. Visit paragonpure.com for more information and the latest Company news.

About Boortmalt NV

Boortmalt is a global malting company with a 3.1 million tonnes production capacity. The group is present on 5 continents with 27 malting plants. Boortmalt's expertise is widely acknowledged by brewers, distillers, and food industries, who rely on the supply of top-quality barley malts. The Boortmalt Group is a fully owned subsidiary of the agricultural and agribusiness cooperative Axereal. Our relationship with Axereal, Europe's largest grain cooperative, ensures us access to high-quality barley year-round. Visit <https://www.boortmalt.com/> for more information.

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