



INDUSTRY RELEASE
Caravan Ingredients Inc. / Purac America Inc.
7905 Quivira Road • Kansas 66215 Lenexa
USA

PRESS RELEASE

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T +1 (913) 890 5541
F +1 (913) 888 4970
Stephanie.carlson@corbion.com
www.corbion.com

Corbion Purac Extends Natural Line, Launches Verdad® Avanta™ C100 for uncured meat - naturally cured

New product uses vinegar and celery powder for natural label, enhanced shelf life, *Listeria* control

Corbion Purac is expanding its Verdad® Avanta™ line of clean label ingredients with the launch of Verdad Avanta C100, an optimized powder formulation that provides 90-120 days of *Listeria* control and extends shelf life for natural uncured meats.

The Verdad Avanta line is based on a specially formulated blend of natural ingredients, backed by the Corbion *Listeria* Control Model. As a multifunctional solution, Verdad Avanta C100 provides meat and poultry processors with *Listeria* control, typical cured meat color, convenience, yield improvement and purge control while still delivering the great taste and cleaner labels consumers expect.

“With Verdad Avanta C100, our customers can provide uncured deli meats, hotdogs, bologna and sausages that taste great and stay fresh longer with ingredient labels consumers understand.” “The labeling requirements for Verdad Avanta C100 are vinegar and celery powder, natural ingredients that consumers appreciate,” says Tom Rourke, Ph.D., Senior Business Development Manager at Corbion Purac.

Corbion Purac's Verdad range of clean label solutions also includes Verdad Avanta F100 and Verdad Avanta Y100. Verdad Avanta F100 for fresh ground meats extends shelf life up to 10 days and has a strong inhibitory effect against *Salmonella* spp. in fresh chicken sausages. Verdad Avanta Y100 extends freshness for ready-to-eat meats, provides more than 120+ days of *Listeria* control and enhances cook yield from 4% to 10% depending on application.

To learn more about Verdad® Avanta™ or Corbion's other innovative ingredient solutions, visit corbion.com/verdadavanta.

For more information, please contact:

Press: Stephanie Carlson, Marketing services manager
T 1 (913) 890-5446, email: stephanie.carlson@corbion.com

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Background information:

Corbion: biobased solutions, designed by science, powered by nature, and delivered through dedication.

Corbion is the global market leader in lactic acid, lactic acid derivatives and lactides, and a leading company in functional blends containing enzymes, emulsifiers, minerals and vitamins. The company delivers high performance biobased products made from renewable resources and applied in global markets such as bakery, meat, pharmaceuticals and medical devices, home and personal care, packaging, automotive, coatings and adhesives. Its products have a differentiating functionality in all kinds of consumer products worldwide. In 2014, Corbion generated annual sales of €770.1 million and had a workforce of 1,893 employees. Corbion is listed on NYSE Euronext Amsterdam. For more information: www.corbion.com

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