



## INDUSTRY RELEASE

### Corbion Purac

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## PRESS RELEASE

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## Corbion Purac to Highlight Expanded Line of Natural Solutions at IFFA

### Summary

### Company to unveil additions to Verdad® line of natural solutions at IFFA, Hall 4.1 Stand B38

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With ongoing consumer interest in natural solutions, the meat industry continues looking for cleaner label options that meet consumer demand, while extending shelf life and safety, and enhancing quality and consistency of meat and poultry products. At the international IFFA trade fair in Frankfurt, Germany, May 7-12, 2016, Corbion Purac will showcase solutions addressing these concerns, along with the knowledge and creativity that makes the solutions possible.

“Corbion Purac brings more than 80 years of meat preservation expertise to the table, and customers expect us to create innovative solutions for their challenges,” says Marco Beltrao, Sales Manager Meat, Corbion Purac. “We deliver by working hand-in-hand with them on application research, new product support and microbiology studies.”

Beltrao says “Corbion Purac researchers continually work on ways to enhance our existing portfolio and deliver unique differentiated solutions to the market. We have had great success with our clean label Verdad® and PuraQ® products. For example, Verdad Powder N6 offers benefits including extended shelf life and food safety and, because it is in a powder form, deliver a good taste profile and often have other advantages in production. Our PURASAL® and *Opti.Form*® Plus products use patented technology that delivers a high concentration potassium lactate and potassium lactate/diacetate blends. This patented technology also results in the cleanest flavor profile for potassium lactates on the market today.”

Building on the company’s reputation as an innovative industry leader, Corbion Purac will also introduce its new Verdad® Avanta™ solutions at IFFA 2016:

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- Verdad® Avanta™ Y100 is a patent-pending formula, labeled as vinegar and citrus fiber. Stephan Dobbelstein, Sales Development Manager, says it effectively delivers cook yield increase from 3-9% and improved texture and slice ability, while also extending shelf life and controlling *Listeria* in ready-to-eat meats.
- Verdad® Avanta™ F100 is labeled as vinegar and jasmine tea extract (or natural flavor), and provides prolonged freshness in raw and processed meats like sausages. Dobbelstein says Verdad® Avanta™ F100 extends shelf life and enhances food safety while maintaining the fresh color and flavor of raw meats, helping manufacturers retain consumer appeal.

To learn more about Corbion's innovative ingredients, visitors can stop by stand B38 and sample various end products, as well as discuss their specific requirements and challenges with Corbion's technical and applications experts.

**For more information, please contact:**

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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 emulsifiers, functional enzyme blends, 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 2015, Corbion generated annual sales of € 918.3 million and had a workforce of 1,673 FTE. Corbion is listed on Euronext Amsterdam. For more information: [www.corbion.com](http://www.corbion.com)