



INDUSTRY RELEASE

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PRESS RELEASE

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Corbion Helps Bakers Respond to New FDA Label Changes with Award Winning Ingredient

Ultra Fresh® Premium Advantage, ingredient winner of the 2015 IFT Expo Innovation Award, reduces added sugars in bread while extending freshness, and protecting quality and taste.

The FDA's recent announcement of the new Nutrition Facts label for packaged foods is prompting bakers to consider their options for reducing added sugars. These sugars, including high fructose corn syrup, will be highlighted on the new label in grams and as a Daily Value percent.

"As consumers become more aware of the data indicating they should keep added sugars to less than 10 percent of their total daily calories, they'll be looking at nutrition labels with increased interest," says Kathy Sargent, Market Director, Bakery. "So it's natural that bakers want to reduce added sugars while retaining freshness and quality."

Sargent says Corbion's Ultra Fresh Premium Advantage, an optimized enzyme blend, allows bakers to reduce formula ingredients such as sugar, high fructose corn syrup and yeast, while extending the freshness, taste and flavor of bread throughout its lifecycle. "We've done extensive testing with this product and found that in head-to-head comparison studies against current market standard, consumers not only found bread with Ultra Fresh Premium Advantage to be fresher on a variety of sensory cues, they also had the perception that it was made with more quality ingredients."

"Another benefit of using Ultra Fresh Premium Advantage is a longer shelf life for bread – up to seven additional days," says Sargent. "That addresses another important concern for consumers: the expiration date. It's a classic *win-win*. Extending the shelf life of great-tasting bread leads to less waste for consumers and more sales for bakers."

According to the FDA, major manufacturers will need to use the new Nutrition Facts label by July 26, 2018. Manufacturers with less than \$10 million in annual food sales will have until 2019 to comply.

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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, and coating resins. Corbion uses knowledge, agility, and dedication to deliver on the ever-changing market demands. Corbion's products have a differentiating functionality in all kinds of consumer products worldwide. Through our deep bakery market expertise we offer a broad portfolio of ingredients that deliver against our customers' food integrity and freshness needs including functional ingredients, emulsifiers, bread mixes, specialty bases, frozen dough, vitamin and mineral premixes, and flour enrichment. www.corbion.com