

## **PRESS RELEASE**

**INDUSTRY RELEASE** 

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# Corbion Offers Interactive Tech Talks at IBIE 2016 on Making Products Cleaner, Safer, Simpler and Tastier

Corbion, booth #7414, International Baking Industry Exposition (IBIE), Las Vegas, Oct. 8-11, 2016

Corbion, a leading innovator in ingredients, is known for working hand-in-hand with customers to develop solutions that meet the ever-evolving tastes and preferences of today's consumers. At IBIE 2016 in Las Vegas, Corbion will showcase its broad portfolio of bakery ingredients, with a focus on research, collaboration and clean-label solutions.

"Collaborative innovation helps us make a real difference for customers," says Abby Ceule, Senior Industry Director, Bakery. "Our people work side by side with customers, inspiring them to keep creating. We empower our customers to be successful and to grow their business."

IBIE visitors to the Corbion booth will be able to sample a variety of goods, providing a firsthand opportunity to see – and taste – how Corbion helps create products that are simpler, cleaner, fresher and tastier. Corbion's B.E.S.T. in baking award qualifier, Ultra Fresh® Premium Advantage, which aids in reducing added sugar in baked goods, will be one of the solutions showcased.

#### **Interactive Tech Talks**

As part of its "keep creating" approach, Corbion will offer a series of interactive tech talks at booth #7414 to explore trending topics like clean label, the conversion to non-PHO and extending freshness. Corbion experts will also present innovation showcases on clean label and non-PHO in the Ideas lab on Sunday, Oct. 9, and Monday, Oct. 10. Both of those sessions will begin at noon.

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For more information, please contact: Press:

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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