



**INDUSTRY RELEASE**

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**PRESS RELEASE**

5.2.2018

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## Corbion Introduces Pristine® Clean-Label Cake Solutions

### **Newly expanded line of mixes, bases and icing stabilizers simplifies labels without sacrificing quality**

To help bakery manufacturers meet the growing demand for simplified ingredients, Corbion has broadened its clean-label portfolio to include cake mixes, bases and icing stabilizers. Known simply as Pristine®, these enhanced solutions enable bakers to reduce key strokes in ingredient labels by up to 42 percent without compromising taste or texture.

“Achieving a cleaner label starts with removing anything that’s a mouthful to pronounce, but shortening the ingredient list at the expense of quality is not acceptable to consumers – and that’s where Corbion comes in,” said Kathy Sargent, Strategic Innovation Director at Corbion. “Our Pristine solutions are specially designed to make it easy for our customers to satisfy the demands of label-conscious shoppers without risking product integrity.”

To ensure the highest degree of success, Corbion’s application team and technical service group work directly with bakery manufacturers to identify and implement the clean-label formulas based on each customer’s specific application needs. Corbion’s concentrated bases are easily customized to create differentiated offerings that deliver on the varieties of sweet baked goods consumers want to explore; their versatility even facilitates crossover into loaf cakes, muffins or cake-textured cookies.

“Our Pristine range is built on the expertise Corbion has developed in clean-label baking,” said Sargent. “Now we can take the pain out of reformulating cakes for those customers who want to differentiate their products and appeal to another segment of consumers.”

Corbion’s line of Pristine cake mixes and bases are available in vanilla and chocolate. Paired with Pristine’s clean-label icing stabilizers, the solutions help sweet baked goods rise to any occasion. Additionally, the portfolio includes a complete line of dough conditioners that are specially designed for commercial pan breads and buns, and frozen bread products.

To learn more about Pristine, visit [www.corbion.com/pristine](http://www.corbion.com/pristine).

## PRESS RELEASE

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**Background information:**

Corbion is the global market leader in lactic acid, lactic acid derivatives, and a leading company in emulsifiers, functional enzyme blends, minerals, vitamins and algae ingredients. We develop sustainable ingredient solutions to improve the quality of life for people today and for future generations. For over 100 years, we have been uncompromising in our commitment to safety, quality, innovation and performance. Drawing on our deep application and product knowledge, we work side-by-side with customers to make our cutting edge technologies work for them. Our solutions help differentiate products in markets such as food, home & personal care, animal nutrition, pharmaceuticals, medical devices, and bioplastics. In 2017, Corbion generated annual sales of € 891.7 million and had a workforce of 1,794 FTE. Corbion is listed on Euronext Amsterdam. For more information: [www.corbion.com](http://www.corbion.com)