



**INDUSTRY RELEASE**

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**PRESS RELEASE**

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## Corbion Innovation Takes ASB Innovation Award

### **Natural mold inhibition solution recognized for matching the functionality of traditional synthetics.**

A uniquely effective clean-label solution for inhibiting mold in bakery products is being honored by the American Society of Baking as a bar-raising innovation in natural preservation. Verdad® MP 100, developed by leading ingredient solutions provider Corbion, was selected to receive the ASB Innovation Award in the Health, Wellness and Nutrition category. The award will be presented at BakingTech 2019, which will be held February 24-26 at the Hilton Chicago.

Labeled as “vinegar” and “natural flavor,” Verdad MP 100 achieves clean-label grail status by rivaling both the functionality and flavor neutrality of calcium propionate, the synthetic solution most commonly relied upon by the industry for extending the shelf life of bread.

“This recognition from ASB is truly an honor,” said Ashley Robertson, Market Manager-Bakery at Corbion. “The baking industry runs on innovation, and there has been a tremendous amount of effort focused on trying to give consumers the simpler, friendlier labeling they want without taking away the shelf life and flavor they’ve come to expect. We’re proud and pleased that Corbion accomplished that goal with MP100.”

Until Corbion launched the product last fall, clean-label mold inhibitors had either failed to match the performance of calcium propionate, or had managed to deliver the performance only at the expense of product flavor.

Attendees at BakingTech 2019 who are interested in learning more about the Verdad MP 100 solution will be able to do so when Robertson joins Jabin Olds, Senior Scientist-Bakery Applications at Corbion, in presenting “Inhibiting Mold Naturally” (Technical Breakout Session 2) at 2:10 p.m. on Monday, Feb. 25. Visitors to the Corbion table top #605 in MarketPlace 2019 are welcome throughout the conference.

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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)