

# DSM Press Release

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## DSM Nutritional Products

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## **DSM PRESENTS HIGH QUALITY INGREDIENTS WITH MAXIMUM CONSUMER APPEAL AT FiE**

*DSM, Fi Europe, 17 – 19 November 2009, Frankfurt Messe, Booth 8K22 / 8K26*

DSM will be demonstrating its deep understanding of the consumer trends currently driving the international food industry at this year's FiE: health, natural ingredients and food safety/quality. The company will be showcasing its range of innovative ingredients, backed by science and developed to help manufacturers formulate foods and beverages which respond to today's consumer demands. A one year celebration of its Quality for Life<sup>™1</sup> commitment will be a major focus. Visitors will be able to explore its value and benefits in terms of the quality, reliability, traceability and sustainability of DSM's nutrition portfolio.

DSM will unveil its latest natural solutions on stand. Highlights include the launch of MaxiBright<sup>®2</sup>, a natural enzyme for whey decolourification and soy milk decolouring, and Panamore<sup>™3</sup> Spring – a breakthrough alternative to CSL and SSL chemical emulsifiers. Maxavor<sup>®4</sup> Chicken YE, the first chicken flavour that can be simply labelled as a 'yeast extract', will also be presented. This ingredient has also been nominated in the best savoury / meat innovation category at the FiE awards.

And, as health continues to dominate customer concerns, DSM will reveal its comprehensive portfolio of health benefit solutions via its 'How can we *Health* you?' platform. Key products include FloraGlo<sup>®5</sup> lutein and redivivo<sup>®6</sup> lycopene (redivivo recently received Novel Food approval as a nutrient in the EU).

### **A clear commitment to consumers**

In an increasingly crowded market place, food manufacturers are looking for ways to ensure their products stand out on shelf and satisfy consumer requirements. DSM offers a complete portfolio of solutions, all developed to help customers formulate the products their target audience demands. Representatives from DSM will be available to demonstrate how its ingredients can help manufacturers create a clear point of differentiation in the market place and achieve vital consumer appeal.

### **Happy Birthday Quality for Life**

Launched at HiE 2008, Quality for Life is DSM's commitment to safety and quality for its complete range of products and services. This mark of excellence provides manufacturers with a tangible certification that all DSM's nutritional ingredients meet the highest quality standards, and are reliable, traceable and sustainable too. This assurance is crucial in the current global climate.

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<sup>1</sup> Quality for Life<sup>™</sup> is a trademark of Royal DSM N.V.

<sup>2</sup> MaxiBright<sup>®</sup> is a registered trademark of Royal DSM N.V.

<sup>3</sup> Panamore<sup>™</sup> is a trademark of Royal DSM N.V.

<sup>4</sup> Maxavor<sup>®</sup> is a registered trademark of Royal DSM N.V.

<sup>5</sup> FloraGlo<sup>®</sup> is a registered trademark of Royal DSM N.V.

<sup>6</sup> redivivo<sup>®</sup> is a registered trademark of Royal DSM N.V.

### **MaxiBright – for natural brightness**

MaxiBright represents an industry first. A natural, food grade, fungal-based enzyme, MaxiBright has been specifically designed for whey decolourification and soy milk decolouring. With MaxiBright, producers can now benefit from a natural and cost effective solution for consistent product quality.

### **Spring into action in the bakery sector**

DSM will showcase Panamore Spring, an extension of its breakthrough Panamore enzyme technology. Developed to replace calcium and sodium stearoyl lactylate (CSL and SSL) emulsifiers, Panamore Spring offers bread manufacturers a natural, cost-effective, sustainable and consumer-friendly alternative to chemical emulsifiers. Used at far lower dosages than SSL, it also delivers major savings through lower ingredient costs and reduced handling, and results in a more stable, tolerant dough with soft crumb structure, good volume and superior shelf life.

### **How can we *Health* you?**

Exciting new health benefit solutions will be demonstrated by DSM on stand. The ingredients and market relevance behind DSM's cutting-edge health benefit concepts will also be revealed and explained. The company will present solutions for eye, bone, joint, heart and immune health, plus mental wellbeing, sports performance, weight management, successful aging, beauty from within, essentials for women and essentials for nutrition. Visitors can also sample products and prototypes containing DSM's nutritional ingredients which offer specific health benefits.

DSM will highlight its beverage capabilities in two unique ways at FiE. A "filling station," featuring eight, ready-to-drink beverages, each with their own ingredient mix and targeted health benefit will be on display. Plus, to demonstrate the versatility of the company's health ingredients, visitors are invited to try DSM's healthy cocktail bar. Here, they can customise and sample a non-alcoholic cocktail which offers their chosen nutritional benefit.

Coloration experts will be available throughout the show to discuss DSM's carotenoids coloration capabilities. This will include the recently launched CaroCare<sup>®7</sup> Nat.  $\beta$ -Carotene 10% CWS Star, a natural source product developed specifically for RTD beverages. The ROPUFA<sup>®8</sup> omega-3 range, PeptoPro<sup>™9</sup> for sports performance and fast recovery, Fabules<sup>™10</sup> weight management ingredient and the multi-award-winning tensVida<sup>™11</sup> lactotripeptide, which is clinically proven to lower blood pressure, will be showcased. Representatives from the company will also present the latest developments in the field of infant nutrition plus the Quali<sup>®</sup>-Blends<sup>12</sup> initiative, which responds to the growing demand for high quality nutritional ingredients from a completely traceable source.

### **The perfect partnership**

The unique, synergistic effects of Maxilact<sup>®13</sup> and DELVO<sup>®14</sup>-YOG will be put under the spotlight at the show. DSM will demonstrate premium yoghurt concepts achieved through

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<sup>8</sup> ROPUFA<sup>®</sup> is a registered trademark of Royal DSM N.V

<sup>9</sup> PeptoPro<sup>™</sup> is a trademark of Royal DSM N.V.

<sup>10</sup> Fabules<sup>™</sup> is a trademark of Royal DSM N.V.

<sup>11</sup> tensVida<sup>™</sup> is a trademark of Royal DSM N.V.

<sup>12</sup> Quali<sup>®</sup>-Blends is a registered trademark of Royal DSM N.V

<sup>13</sup> Maxilact<sup>®</sup> is a registered trademark of Royal DSM N.V.

<sup>14</sup> DELVO<sup>®</sup> is a registered trademark of Royal DSM N.V.

### **Forward-looking statements**

This press release contains forward-looking statements. These statements are based on current expectations, estimates and projections of DSM, and information currently available to the company. The statements involve certain risks and uncertainties that are difficult to predict and therefore DSM does not guarantee that its expectations will be realized. Furthermore, DSM has no obligation to update the statements contained in this press release. The English-language version of the press release is leading.

using these two ingredients in combination. Maxilact, the world standard for pure lactase, when used with a specifically selected DELVO-YOG culture, can deliver exceptional yoghurt with enhanced natural sweetness – a recipe for success.

### **Natural, reliable product solutions**

Visitors to DSM's stand can learn more about Maxarome<sup>®15</sup> Select, a natural solution for salt reduction. For manufacturers interested in the safe and reliable preservation of cheese and sausage products, Delvolid<sup>®16</sup> L will be featured as part of the Protection You Can Trust<sup>™17</sup> portfolio, while MaxiCurd<sup>™18</sup> will be of key interest to cheese producers looking to boost yield and reduce costs. And, for visitors in search of an effective acrylamide mitigator, PreventASe<sup>™19</sup> will offer an important solution.

**ENDS**

### **Editor's note:**

#### **About DSM Food Specialties**

DSM Food Specialties is a leading producer of value-added ingredient solutions for the international food and beverage industries. Its products contribute to the success of the world's favourite dairy, processed food, soft drink, fruit juice, alcoholic beverage and functional food brands. With 1,400 employees active in 26 locations worldwide, DSM Food Specialties is a truly global player. More information about DSM Food Specialties can be found at [www.dsm-foodspecialties.com](http://www.dsm-foodspecialties.com).

#### **About DSM Nutritional Products**

DSM Nutritional Products is the world's leading supplier of vitamins, carotenoids and other fine chemicals to the feed, food, pharmaceutical and personal care industries. The business has sales of over EUR 2 billion and a long tradition as a pioneer in the discovery of new products, new formulations and attractive applications for all industry segments. For further company information please visit [www.dsmnutritionalproducts.com](http://www.dsmnutritionalproducts.com)

#### **DSM – the Life Sciences and Materials Sciences Company**

Royal DSM N.V. creates innovative products and services in Life Sciences and Materials Sciences that contribute to the quality of life. DSM's products and services are used globally in a wide range of markets and applications, supporting a healthier, more sustainable and more enjoyable way of life. End markets include human and animal nutrition and health, personal care, pharmaceuticals, automotive, coatings and paint, electrical and electronics, life protection and housing. DSM has annual net sales of EUR 9.3 billion and employs some 23,500 people worldwide. The company is headquartered in the Netherlands, with locations on five continents. DSM is listed on Euronext Amsterdam. More information: [www.dsm.com](http://www.dsm.com)

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<sup>16</sup> Delvolid<sup>®</sup> is a registered trademark of Royal DSM N.V.

<sup>17</sup> Protection You Can Trust is a trademark of Royal DSM N.V.

<sup>18</sup> MaxiCurd<sup>™</sup> is a trademark of Royal DSM N.V.

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