

# DSM Press Release

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## **DSM LAUNCHES RANGE OF INSTANT BEVERAGE HEALTH SOLUTIONS**

DSM Nutritional Products is unveiling a range of instant beverage premixes, formulated with a carefully selected blend of nutrients to deliver specific health benefits. These versatile ready-to-use formulations use DSM's Quali<sup>®1</sup>-Blends capabilities to deliver tailored health solutions. They offer examples of unique opportunities to beverage manufacturers looking to enrich the nutritional profile of their products and gain a competitive edge in the crowded marketplace.

Anthony Hehir, Market Development Manager at DSM Nutritional Products, commented: *"The instant beverage premixes are a perfect example of Quali-Blends in action. Extremely user-friendly, the premixes simply dissolve in liquid without affecting the flavour of the final product. As a result, manufacturers can now effortlessly translate health concepts into reliable food, beverage or dietary supplement applications. As the world's only vertically integrated vitamin and premix manufacturer, we have unrivalled industry insight and processing capabilities. Our expertise enables us to guide manufacturers in the selection of the best product forms, carriers and overages, to ensure a sound and stable premix that preserves and complements the organoleptic properties of the final product."*

Visitors to the DSM stand at Fi Europe '09 could choose from ten nutritional premixes to add to a non-alcoholic cocktail, creating a variety of bespoke health solution beverages. The range includes solutions for heart health, bone health, healthy ageing, immune system support and essential nutrition. Eight instant beverage dispensers were also be available, each containing a blend of vitamins and minerals plus the latest advances in functional ingredients to target a different health benefit. These sampling stations have demonstrated the significant application potential of Quali-Blends, such as energy drinks, anti-stress drinks, beauty water, sports performance drinks as well as many other types of customised functional beverages.

Hehir added: *"As part of the Quali-Blends range, the instant beverage premixes will enjoy a presence in markets worldwide. What's more, our customers trust in our global spread of premix plants, which are governed by a strict, uniform quality standard that surpasses regional regulations. Our premixes are also protected by the 'Quality For Life<sup>TM2</sup>' seal, meaning we ensure complete traceability, reliability and sustainability throughout the supply chain. It's this commitment to quality that gives our customers supreme products and peace of mind."*

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### **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

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<sup>1</sup> Quali<sup>®</sup>-Blends is a registered trademark of Royal DSM N.V.

<sup>2</sup> 'Quality For Life<sup>TM</sup>' is a trade mark of Royal DSM N.V.

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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) and [www.qualityforlife.com](http://www.qualityforlife.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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### **Forward-looking statements**

This press release may contain forward-looking statements with respect to DSM's future (financial) performance and position. Such statements are based on current expectations, estimates and projections of DSM and information currently available to the company. DSM cautions readers that such statements involve certain risks and uncertainties that are difficult to predict and therefore it should be understood that many factors can cause actual performance and position to differ materially from these statements. DSM has no obligation to update the statements contained in this press release, unless required by law. The English language version of the press release is leading.