

Media Release

Clariant showcases innovative solutions for food and beverage producers in China at FIC 2018

- **Clariant will take part in Food Ingredients China (FIC) 2018, the largest annual fair representing the food industry in China**
- **VITIPURE® solutions tailored to local market needs will be officially launched in China**
- **Improved nutrition, stability and sensory can be achieved through Clariant's VITIPURE solutions**

Shanghai, March 12, 2018 – Clariant, a world-leader in specialty chemicals, will take part in the Food Ingredients China (FIC) 2018 exhibition to be held at the National Exhibition and Convention Center (Shanghai) on March 22-24, 2018. Clariant will launch its VITIPURE solutions that are designed and developed to meet local needs of the Chinese food and beverage market.

The ever-improving living standard in China, coupled with a fast-expanding middle class has risen consumer expectations. Perceived quality is a combination of factors such as taste, texture, presentation in addition to safe and healthier products, therefore national food and beverage producers are called to respond fast to this transformation. This is where Clariant's VITIPURE solutions can play a distinctive role.

Clariant will unveil for the first time to the Chinese market its first 9 VITIPURE solutions developed for the Chinese dairy- and dairy alternative-industry. Among the featured products at the show VITIPURE ST 1464 extends the shelf-life of low temperature fermented milks by assuring a homogeneous texture over time despite the temperature fluctuations occurring during the supply chain of these products. Low temperature fermented drinks with VITIPURE ST 1464 look and taste as fresh as the first day produced.

On the topic sugar reduction, two products branded under the VITIPURE SR will be showcased during FIC 2018. Being fully natural, both solutions enable food producers to remove sugar from their products while keeping sweetness without off-flavors.

“Having successfully helped the food and beverage producers in other countries to improve their products in nutrition, sensory and taste through a distinguished combination of food science and customer interaction – mixing science with creativity-, we are very motivated together with our partner Nantong Alchemy Biotech Development Co. Ltd to now support the Chinese food industry”, said Despoina Ioannidi, Head of Business Development Food Ingredients China.

Organized by the China Food Additives & Ingredients Association (CFAA) and the CCPIT Sub-Council of Light Industry, Food Ingredients China (FIC) is an international annual trade show focusing on food additives and ingredients. During the three-day show from March 22-24, Clariant will exhibit its products and solutions at booth no. 52Q30/52R31 at the National Exhibition and Convention Center (Shanghai).



Clariant VITIPURE® – takes your food products to the next level. (Photo: Clariant)

VITIPURE® IS A TRADEMARK OF CLARIANT REGISTERED IN MANY COUNTRIES.

GLOBAL TRADE MEDIA RELATIONS

STEFANIE NEHLSSEN

Phone +41 61 469 63 63
stefanie.nehlsen@clariant.com

REGIONAL MEDIA RELATIONS

FAYE LENG

Phone +86 21 2248 30 81
faye.leng@clariant.com

Follow us on [Twitter](#), [Facebook](#), [Google Plus](#), [LinkedIn](#), and WeChat – EquationClariant.



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Clariant is a globally leading specialty chemicals company, based in Muttenz near Basel/Switzerland. On 31 December 2017 the company employed a total workforce of 18 135. In the financial year 2017, Clariant recorded sales of CHF 6.377 billion for its continuing businesses. The company reports in four business areas: Care Chemicals, Catalysis, Natural Resources, and Plastics & Coatings. Clariant's corporate strategy is based on five pillars: focus on innovation through R&D, add value with sustainability, reposition portfolio, intensify growth, and increase profitability.