

Press release – 07/07/2011

Biovelop announces exclusive Distribution Agreement for PromOat™ beta glucan in the USA with Brenntag North America, Inc.

Biovelop AB, the Swedish company which specializes in the fractionation of grains and production of oat ingredients, has announced the signing of an exclusive Distribution Agreement in the USA for its PromOat™ product.

PromOat™, which is rich in oat beta glucan soluble fiber, the healthiest part of the oat, will be distributed throughout the USA by Brenntag North America, Inc.

David Peters, Director of Sales and Marketing for Biovelop, commented: “We are delighted to be working together in the USA with one of the world’s best-known and most highly-regarded ingredients distribution companies. We have seen an overwhelming level of interest in PromOat™ from US food and beverage manufacturers, and the very strong market presence, technical resources and logistical capabilities of Brenntag North America will ensure that we can grow and satisfy that demand in the most effective manner.”

PromOat™ is a naturally-separated, oat beta glucan-rich, soluble fiber which, thanks to Biovelop’s patented, chemical-free technology, can be added to a wide range of foods & beverages, thereby bestowing the health benefits of oats on those products but crucially without the oat taste, color or graininess.

“PromOat™ is a great way for food and beverage manufacturers to make their products healthier without impacting the organoleptics,” said Peters. “PromOat™ combines the substantiated and well-recognized health benefits of oats with exceptional functionality in an all-natural, clean-label ingredient, and is the perfect way to extend the appeal of oatmeal beyond breakfast and throughout the day.”

“Biovelop’s choice for Brenntag North America as their strategic channel partner to the Food & Nutrition Industries in the United States further reinforces our commitment to bringing our customers and principals together around specialty and highly functional ingredients” stated Bret Horace, Marketing Director for Food Ingredients at Brenntag North America, Inc. “Our partnership and collaboration around PromOat™ will bring a healthy solution for the needs of Marketing, Research & Product Development, and Procurement personnel within our customer portfolio.”

For further information on PromOat™, please visit www.promoat.com

About Brenntag

Brenntag is the global market leader in full-line chemical and ingredient distribution. Linking principals and customers, Brenntag provides business-to-business distribution solutions for industrial and specialty products globally. With over 10,000 products and a world-class supplier base, Brenntag offers one-stop-shop solutions to about 160,000 customers. The value-added services include just-in-time delivery, product mixing, formulation, repackaging, inventory management, drum return handling as well as extensive technical support. Headquartered in Mülheim/Ruhr, Germany, the company operates a global network with more than 400 locations in nearly 70 countries. In 2010 the company realized global sales of EUR 7.6 billion (USD 10.1 billion) with more than 12,000 employees.

About Biovelop

Biovelop is the world's leading producer of oat beta glucan and other specialty ingredients from oats. Using its patented, chemical-free technology for the fractionation of grains, Biovelop produces natural, healthy ingredients for cosmetics and personal care products under the brand name Avenacare™, and for food, beverage and nutritional supplements under the brand name PromOat™. The company is headquartered in Kimstad, Sweden and its products are sold globally via an extensive network of distribution companies.

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