

Press release – September 2011

Biovelop announces exclusive Distribution Agreement for PromOat™ beta glucan in South Africa with CJP Chemicals

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

PromOat™, which is rich in oat beta glucan soluble fibre, the healthiest part of the oat, will be distributed in South Africa by CJP Chemicals.

David Peters, Director of Sales and Marketing for Biovelop, commented: “We are delighted to be working together in South Africa with CJP Chemicals. We have seen tremendous demand for PromOat™ from food and beverage manufacturers throughout the world, and are very excited to be able to introduce it to the South African market .”

PromOat™ is a naturally-separated, oat beta glucan-rich, soluble fibre 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, colour 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 oats beyond breakfast and throughout the day.”

“We are proud to be associated with Biovelop as a strategic partner in Southern Africa. Our commitment to developing and distributing PromOat into the Food & Nutrition Industries is built on our long term customer relations ” said Liza Viviers, Product Manager at CJP Chemicals. “Our collaboration will enhance and bring added value to the development of functional foods within our customer portfolio”

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

END

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.

About CJP Chemicals

CJP Chemicals is a leading importer, stockist and distributor of chemical raw materials into the South African market. Through a dedicated Export Department, CJP Chemicals offers services and products to the African continent. With sales offices, warehousing and a distribution network in all major business districts within South Africa, namely Johannesburg (HQ), Durban, Cape Town and Port Elizabeth, the company is well placed to meet the requirements and service levels that customers demand. Product ranges are sourced from both international and local primary producers on an exclusive and non-exclusive basis. By working closely with Principles and Suppliers, CJP Chemicals is able to provide high quality and competitive products backed up with the required technical support.

PRESS CONTACTS:

Sam Houston, The Impact Agency
+44 20 7580 1770 or sam@impactagency.co.uk