

DSM Nutritional Products
Communications
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DSM showcases co-creation and innovation to address Asia's health concerns at Food Ingredients Asia 2015

Stand F1, Fi Asia, Bangkok, Thailand, 9 - 11 September 2015

At Fi Asia 2015, DSM will be showcasing novel consumer concepts emerging from its pioneering co-creation approach at its newly inaugurated APAC Nutrition Innovation Center. Visitors to the stand will be able to learn more about how DSM helps customers create innovative and successful products that meet specific consumer groups' nutritional needs and expectations. They will also be able to access DSM's latest consumer insights and research findings, such as how nutritional solutions like marine omega-3 fatty acids and vitamins can counter the health impact of air pollution.

Earlier this year, DSM celebrated the opening of an \$8.8 million Nutrition Innovation Center for Asia Pacific in Singapore, enhancing its ability to provide nutritional solutions to its customers in the region. At the core of the 40,000 sq ft facility is the customer brand-centric "Co-Creation Hub", which aids innovation and acceleration of successful new products and brands to market. Through the use of this facility, DSM has been working with its partners in the development of new products that support consumers' wide variety of nutritional needs, based on their lifestyles and socio-economic status. As one of the show's highlights, DSM will be showcasing a wide range of "retail-ready" prototype products developed in the new center. These include dairy products aimed at kids, eye health gummies containing zeaxanthin and lutein, milk fortified with natural plant-based DHA, as well as functional chocolates and smoothie juices that contain DSM's proprietary Oatwell™ oat beta-glucan.

"With Asia being one of the fastest growing economies with one of the most diverse consumer landscapes, innovation and co-creation stand at the forefront for DSM to help our customers develop successful products that meet the needs and expectations of today's consumer. We are excited to showcase our thought-leadership in human nutrition and bring this to life at FI Asia this year," Says Dr Haeri Roh-Schmidt, Head of ASEAN, DSM Human Nutrition and Health.

Visitors can also find out more about DSM's natural and nature-identical technical solutions, such as antioxidants and colorants. Antioxidants can be added to most types of food to help preserve food quality and, in turn, extend shelf life, improve consumer appeal and decrease food wastage by preventing spoilage. DSM also offers a wide range of high performance carotenoids that consistently offer a natural solution and excellent stability in beverage applications. Sharon Mao, Regional Technical Marketing Manager, Asia Pacific, will be hosting a seminar titled 'New frontiers in technical antioxidants'. She will also be talking about 'innovation in coloration' in a separate seminar.

Additionally, visitors will be introduced to DSM's yeast extract innovation, Multirome®, which delivers the optimal combination of rich, indulgent, savory umami flavor and taste intensity. There will also be the launch of DSM Greek Legends - a range of new yogurt cultures for Greek yogurt and any other

indulgent, thick and creamy yogurts. The distinct cultures can, on their own or in combination with each other, deliver the desired tastes and textures that meet consumers' preferences.

Visitors will also have the opportunity to see innovation come to life through DSM's Fortitech® Premixes. At the stand, visitors will have the opportunity to sample Vitamin B fortified premixes such as the 'MindPower' energy drink and 'Bursting Bits' candy that crackles in the mouth. Learn more about developing differentiated consumer products with the use of premixes through Eugene Chong, Business Development Director, Asia Pacific, who will be presenting the seminar titled 'Premix solutions to power innovation'.

The latest science on vitamin E will also be shared by DSM's experts at the show. They will be discussing the role of vitamin E as a powerful antioxidant and how it plays a part in maintaining liver and lung function in individuals who are exposed to air pollution¹. Related to this, Dr Haeri Roh-Schmidt, Head of ASEAN, will be presenting a seminar at show's conference titled 'Nutritional solutions for antipollution'.

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Or find us on:    

¹ Zhang, W. et al. Nutrition solutions to counter health impact of air pollution: scientific evidence of marine omega-3 fatty acids and vitamins minimizing some harms of PM2.5. (2015) J Food Nutr Sci 2(2): 1-6

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