

Reading, PA – 11/28/16

Brenntag Specialties, Inc. (BSI) and Brenntag Canada announce a new partnership with Chr. Hansen A/S for the distribution of natural colors for the North American food and beverage market.

BSI and Brenntag Canada have been appointed by Chr. Hansen as their preferred channel partner in the United States and Canada for distribution of their natural fruits and beverage colorants effective November 1, 2016.

“The Chr. Hansen colors line is an exciting addition to our Life Sciences product portfolio.” said Steve Brauer, President of Brenntag Specialties, Inc. “Representing Chr. Hansen will enable our team of technical sales professionals to meet the demands of our customers looking to develop new products and reformulate existing products with natural colors. Consumer demands for cleaner labels and ingredients promoting health & wellness are driving innovation and decision-making at unprecedented rates. The addition of the Chr. Hansen line underscores our commitment to securing key strategic principal relationships and providing differentiated value to our customers.”

Products within the portfolio include:

- CapColors® Extra robust colors imitating how pigments are protected in nature
- Ultra Stable Red® Perfect red shades with improved stability through breeding
- FruitMax® Kitchen friendly fruit & vegetable juices to satisfy your clean label need
- I-Colors® Powder colors designed for vibrant coatings or to be beautifully dissolved

“Today, Chr. Hansen is the only provider of natural colors that combines 140 years of unique application and regulatory expertise with a strong, extensive global presence and the widest natural color portfolio in the industry.” said Mary Bentley, Senior Vice President of Sales & Marketing, Chr. Hansen A/S. “Partnering with Brenntag will allow us to service even more customers in the professional manner Brenntag is known for all over the world. Whether our customers are changing from artificial to natural colors or to fruit and vegetable concentrates and juices, together we understand their challenges.”

Chr. Hansen and the Brenntag team will work collaboratively with its business partner/customers, bringing ideas, expertise and solutions to every stage of the process – from the first product brief to the supermarket shelves.

About Brenntag:

Brenntag, the global market leader in chemical distribution, covers all major markets with its extensive product and service portfolio. Headquartered in Mülheim an der Ruhr, Germany, the company operates a global network with more than 530 locations in 74 countries. In 2015, the company, which has a global workforce of more than 14,000 employees, generated sales of EUR 10.3 billion (USD 11.5 billion). Brenntag connects chemical manufacturers and chemical users. The company supports its customers and suppliers with tailor-made distribution solutions for industrial and specialty chemicals. With over 10,000 products and a world-class supplier base, Brenntag offers one-stop-shop solutions to around

180,000 customers. This includes specific application technology, an extensive technical support and value-added services such as just-in-time delivery, product mixing, formulation, repackaging, inventory management and drum return handling. Long-standing experience and local excellence in the individual countries characterize the global market leader for chemical distribution.

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