

FOR IMMEDIATE RELEASE

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## **Brenntag Food & Nutrition announces new collaboration with BI Nutraceuticals in the Canadian market**

*The Brenntag Food & Nutrition business unit of Brenntag Canada Inc., part of the Brenntag Group, the global market leader in chemical distribution, announces a new distribution agreement with BI Nutraceuticals, Inc., in the Canadian market as of March 1, 2019.*

BI is a global full-service manufacturer and supplier of plant-based ingredients in Rancho Dominguez, California. BI manufactures botanical, nutritional, and organic ingredients for the dietary supplement, food and beverage, personal care, and pet care industries.

“Brenntag Food & Nutrition is thrilled about our new exclusive relationship in Canada,” said Eric Laramée, Industry Manager for Brenntag Food & Nutrition Canada. “BI has an extensive product line which perfectly complements our existing portfolio. Our Canadian customers will now have access to a sustainable source of botanicals and innovative plant-based fibers and proteins because of BI’s leading position in the GMO-free, natural, and organic ingredients market. This combined with Brenntag’s ability to provide market intelligence and solutions will make our customers ‘Sense the difference.’”

With over 40 years of industry experience, BI’s portfolio includes powders, extracts, proteins, fibers, and vitamin mineral premixes. In addition to their years of experience, they recently completed their ISO/IEC 17025:2017 certification which indicates technical proficiency and ability of a laboratory to generate accurate and consistent data.

“Brenntag has long been recognized for supporting top quality suppliers in the Canadian marketplace,” said Randy Kreienbrink, BI’s Vice President of Marketing. “Their specialized sales and marketing team provides strong technical support and extensive market knowledge to major markets including food and beverage, health and wellness, and personal care. BI’s collaboration will now allow Brenntag to widen its portfolio for healthier, natural, and on-trend ingredients. BI looks forward to a strong and successful relationship with Brenntag.”

### **About Brenntag Food & Nutrition:**

Brenntag Food & Nutrition, part of the Brenntag Group, is a leading provider of food ingredients to the market places around the globe. We built a reputation of partnering with the best suppliers of ingredients and additives and deliver right to our customers' needs and requirements. With more than 750 dedicated employees, a presence in 73 countries and 28 application and development centers, Brenntag Food & Nutrition provides technical expertise, tailor-made formulation and application solutions, a broad portfolio of specialty and commodity ingredients and profound industry know-how in the segments meat, poultry & fish processing, bakery & bread, dairy & ice cream, beverages, chocolate & confectionary, convenience food and fruit & vegetable processing. Brenntag Food & Nutrition makes its business partners "Sense the difference."

For more information, please visit [www.brenntag.com/food-nutrition](http://www.brenntag.com/food-nutrition)

### **About BI:**

Celebrating 40 years of business, BI is a global full-service supplier of dietary supplement and functional food ingredients including whole herb powders and teas, standardized and ratio extracts, custom blends, vitamins, minerals, drum to hopper custom blends, granular ingredients and other specialty processes including time released and encapsulated ingredients. BI offers more than 200 ingredients that have been determined as safe for use in foods and beverages by the FDA or FEMA, the Flavors and Extracts Manufacturers Association. In 2002, BI pioneered a steam sterilization process, known as Protexx HP® Green Steam™, which is the industry's only species-specific, organic sterilization method. All BI ingredients undergo stringent quality analysis that includes heavy metal, pesticide and irradiation testing. All herbal powder ingredients are also tested under the company's Identilok® species identification process. The company has also developed a proprietary process, UltraHD®, which creates high-density herbal powders allowing for superior flow and less dusting during the manufacturing process. For more information, visit [www.binutraceuticals.com](http://www.binutraceuticals.com).

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