



## PRESS RELEASE

CONTACT: Carrie Livingston  
Email: [carrie@colinkurtis.com](mailto:carrie@colinkurtis.com)  
Phone: 815-519-8302

### ***INNOPHOS LAUNCHES NEW BAKING SOLUTIONS UNDER LEVAIR® BRAND***

CRANBURY, NJ – September 8, 2022 – Innophos, a global leader of specialty ingredient solutions that deliver far-reaching, versatile benefits for the food, health, and nutrition markets, today announced the release of two new ingredient solutions under the LEVAIR® brand. The launch is part of a strategic initiative to invest in the science of baking and to expand the LEVAIR® brand into a versatile portfolio of innovative baking solutions.

As part of the new portfolio, LEVAIR® will feature:

- **LEVAIR® Stabilize** – To help bakers reduce waste by improving batter stability
- **LEVAIR® Fortify** – To help improve volume and texture in high-protein baking applications

The LEVAIR® logo, featuring the word "LEVAIR" in a bold, dark blue, sans-serif font. The letter "V" is stylized with three horizontal wavy lines passing through it. A registered trademark symbol (®) is located to the upper right of the "R".

“We are incredibly excited by the opportunity to launch a new line of baking solutions that builds on the decades of success we have had with our classic LEVAIR® SALP product,” said Chris Antal, Strategic Marketing Manager at Innophos and brand leader on the LEVAIR® project. “As consumer trends reshape the baking industry, we are focused on developing cutting-edge solutions to the most urgent baking challenges that manufacturers face today.”

Innophos will be debuting the broadened LEVAIR® portfolio at IBIE 2022 in Las Vegas on September 18-21, 2022. “LEVAIR® represents a key growth opportunity for our company, and we couldn’t think of a better place than IBIE to introduce these new science-backed solutions,” said Sherry Duff, SVP Marketing, Technology and Quality at Innophos. “We look forward to continuing to expand the LEVAIR® product line with new launches in 2023.”

Find more information about Innophos' [LEVAIR® solutions](#) on their website or for those attending IBIE 22, visit Booth 7139.

###

#### **About Innophos**

Innophos is a leading global producer of specialty ingredient solutions that deliver far-reaching, versatile benefits for the food, health, nutrition, and industrial markets. We leverage our expertise in the science and technology of formulating phosphate, mineral, enzyme, and botanical-based ingredients to help our customers offer products that are tasty, healthy, nutritious and affordable. Headquartered in Cranbury, New Jersey, Innophos has manufacturing operations across the United States, Canada, Mexico, and China.