



## PRESS RELEASE

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### **INNOPHOS ADDS NEW SOLUTION TO GROWING LEVAIR® BAKERY PRODUCT PORTFOLIO**

*New LEVAIR® Select leavening solution now available*

CRANBURY, NJ – April 25, 2023 – Innophos, a global leader in leavening agents for the bakery industry, today announced the release of its latest product addition to the LEVAIR® baking portfolio, LEVAIR® Select, a non-aluminum based\* alternative to traditional sodium aluminum phosphate (SALP). LEVAIR® Select provides bakers with a calcium-based product to meet the preferences of consumers and retailers seeking cleaner labels.

In addition to LEVAIR® Select, the LEVAIR® portfolio includes:

The LEVAIR® logo, featuring the word "LEVAIR" in a bold, blue, sans-serif font with a registered trademark symbol (®) to the upper right. A stylized blue wave icon is positioned between the 'V' and 'A'.

- LEVAIR® Classic SALP – Provides slow, consistent heat-reactive leavening
- LEVAIR® ESL – Reduces stales by extending shelf life while maintaining volume and texture with less chemical preservatives
- LEVAIR® Stabilize – Reduces waste while improving batter stability
- LEVAIR® Fortify – Improves volume and texture in high-protein baking

“We are excited to bring these new technology-based solutions to the bakery industry that build upon our well-known LEVAIR® brand and Innophos’ many years of baking experience,” said Sherry Duff, Senior Vice President of Marketing and Technology, Innophos. “Our recent additions to the LEVAIR® family of baking solutions demonstrate our commitment to solving the bakery industry’s biggest challenges.”

**\*May contain naturally occurring traces of aluminum.**

Find more information about Innophos' [LEVAIR® Baking Innovation](#) on their website.

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#### **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.