



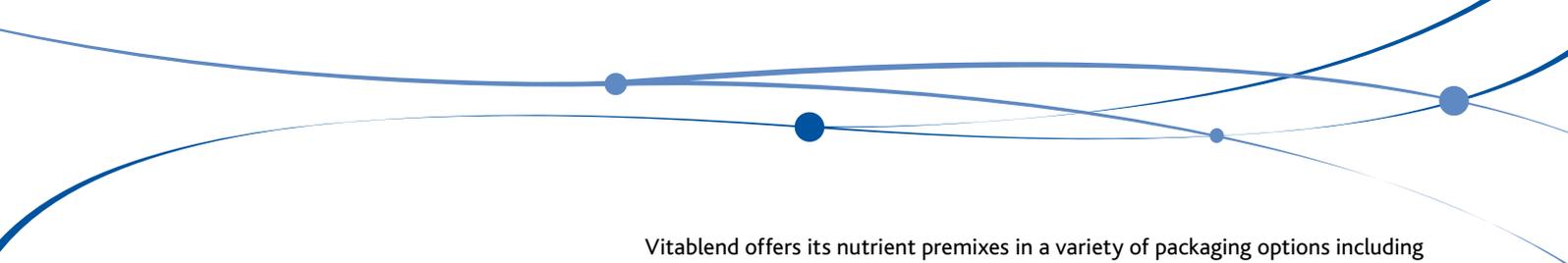
Fortification

There are two principle reasons to fortify foodstuffs, the first reason is when legislation demands it, for example fortification of baby foods, weight reduction products and even national programs requiring the fortification of staples such as wheat flour. The second reason to fortify foods is market differentiation. The non compulsory fortification of dairy products, breakfast cereals and drinks have been effectively used to boost sales through enhanced nutritional claims. Indeed fortified food and drink products can address dietary deficiencies resulting from an increasingly busy lifestyle and reliance on processed food products which, without fortification, may be viewed as "empty calorie" products.

Vitablend provides innovative fortification solutions to the food industry. We have access to a wide range of vitamins, minerals and other functional ingredients such as inositol, choline amino acids and nucleotides that enable enhanced nutritional claims to be made.

The fortification of foodstuffs is not always straight-forward, vitamins are metabolically active compounds and are not entirely stable during processing and finished product shelf life. Minerals can cause unacceptable changes to taste, colour and texture. Vitablend's design competence lies in understanding the processes food products experience and selecting the right ingredients to ensure nutritional claims are met with minimal impact on taste and appearance.

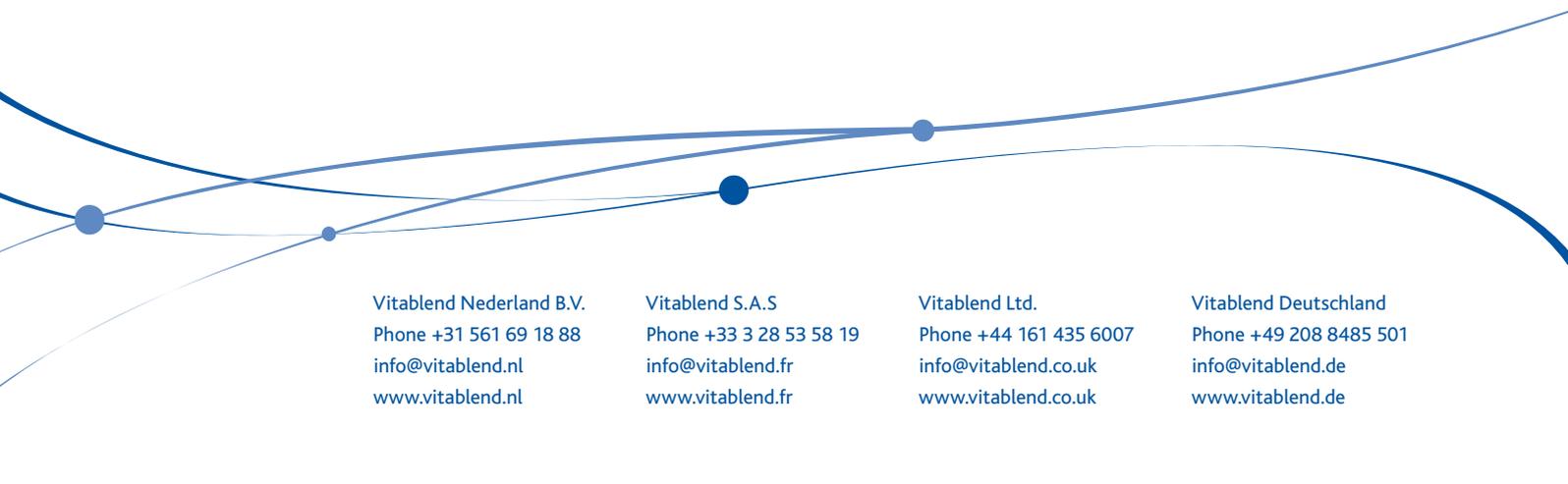
Vitablend manufactures premixes which simplify and reduce the cost of fortification. These premixes are manufactured in an environment focused on quality. Raw materials are sourced from approved suppliers and assayed against internationally recognised purity criteria in our own in house laboratory before release for production. The manufacturing process is carried out in a dry clean room environment meeting the requirements of the infant formula industry. Finished premixes are assayed to our customers' precise requirements in our laboratory to strict analytical tolerances before release. Our integrated bar code production system guarantees the composition of every blend to customer specification and allows rapid tracking and tracing of any given raw material or finished product. Our product range includes not only dry premixes but also oil based premixes. Kosher and Halal certification is possible.



Vitablend offers its nutrient premixes in a variety of packaging options including pre-weighed small sachets that make batch addition processes for our customers straightforward.

Given the care we take with our premix production, we are particularly successful in supplying premixes for high care applications such as infant formula and clinical nutrition products. We are equally as successful though in applying our development and production expertise to the fortification of more mainstream products such as cereal bars, juices, energy drinks and dairy products.

Vitablend's flexible but rigorous Development, Production, Sales and Service teams are committed to providing fortification solutions that exceed all expectations.



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