



CSM nv
Corporate Communications

Nienoord 13
1112 XE Diemen
PO Box 349
1000 AH Amsterdam
the Netherlands

Press Release

CSM changes its European portfolio to non-Azo colorants

datum May 2010

CSM today announced that it will replace its product range of synthetic AZO colorants with a selection of natural and synthetic non-AZO colorants in the European market by July 2010.

Synthetic AZO colorants are widely used in food ingredients today as the colorants with the highest color intensity, stability and transparency at the lowest cost. Increasing consumer interest in natural 'clean label' products and naturally colored food (a sign of quality for many consumers), means that many industrial producers of packed food products now want to replace synthetic colorants with natural ones.

CSM's switch to non-AZO colorants in Europe anticipates a new EU regulation stipulating that products containing AZO colorant should be labeled with the following health warning: "May have an adverse effect on activity and attention in children." As the largest supplier of bakery products worldwide, CSM's innovation strategy is geared towards anticipating consumer trends and upcoming regulation, especially where it comes to consumer health, so it's only natural that the company is going further than required, by replacing its entire product range with non-AZO solutions.

CSM's new non-AZO colorants will enable its clients to avoid putting the health warning on their products. "We know it's difficult for our client to keep up with all these changes in regulation. This is why we've done the work for them so that they don't need to worry, simultaneously providing them with a solution that enhances their positioning in the growing trend of more natural products." says Jean-Charles Philippon, European Marketing Director, CSM.

Background information:

CSM is the largest supplier of bakery products worldwide and is global market leader in lactic acid and lactic acid derivatives. CSM produces and distributes an extensive range of bakery products and ingredients for artisan and industrial bakeries and for in-store as well as out-of-home markets. It also produces a variety of lactic acid applications for the food, chemical and pharmaceutical industries. CSM operates in business-to-business markets throughout Europe, North America, South America, and Asia, generates annual sales of € 3 billion (pro forma 2009) and has a workforce of around 10,000 employees in 25 countries. CSM is listed on NYSE Euronext Amsterdam. For more information: www.csmglobal.com