



# News Release

**Celanese Corporation**  
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## **Batory Foods and Celanese Announce Distribution Agreement for Qorus™ Sweetener System**

*Partnership heralds a revolution for formulators using the new Qorus™ Sweetener System*

October 2, 2014 (Dallas, Texas, and Des Plaines, Ill.) — Batory Foods, a leading distributor of high-quality ingredients for U.S. food manufacturers, has reached an agreement with Celanese Corporation, a global technology and specialty materials company, as a select distributor of the new Qorus™ sweetener system. Developed by Celanese, Qorus™ balances flavor and sweetness while masking off notes. This empowers manufacturers to develop low- and no-calorie foods and beverages that taste as authentic as their full-calorie counterparts.

“This is not just another high-intensity sweetener,” said Tom Tang, product manager, Batory Foods. “It’s a complete sweetener solution that propels the development of no- and low-calorie products into the future. Qorus™ changes the game for formulators, who can now innovate in this space with fewer limitations.”

Typically, product developers sacrifice taste for caloric reduction. With Qorus™, however, Batory customers can deliver the delight of uncompromising sweetness—without the calories of sugar. Qorus™ significantly reduces the bitter aftertaste of traditional no- or low-calorie sweeteners and increases sweetness perception. The optimizer inside the Qorus™ sweetener system does not add its own taste.

Qorus™ functions in a variety of processing conditions and is designed for no- and low-calorie carbonated and non-carbonated beverages, flavored waters, energy and juice-based drinks, dairy products, cocktails and many more applications. Batory offers Qorus™ in two platforms: Dolce 1100 (30% to 70% sugar reduction) and Dolce 2100 (50% to 100% sugar reduction).

While formulators enjoy the innovation potential of Qorus™, operations professionals appreciate the savings. Qorus™ reduces the need for proprietary flavors or masking agents, introducing time and freight cost efficiencies. With fewer truckloads required, Batory customers experience reduced man-hours, dock hours, handling and storage.

The distribution partnership with Celanese also allows manufacturers to leverage Batory’s strength as a single-source ingredients provider. Customers that may have otherwise purchased flavorings or masking agents from different vendors can turn to Batory for a complete sweetener solution.

"We know that Batory is a good fit with Celanese," says Amy F. Gilliland, technical manager, Americas, of the Celanese food ingredients business. "They have a long history of meeting customers' sweetener needs and they are well equipped to represent a specialty ingredient like Qorus™."

### **About Batory Foods**

*Founded in 1979, Batory Foods is a leading national ingredients distributor, offering manufacturers the industry's largest portfolio of high-quality food and fine ingredients. With sales professionals covering every major market across the U.S., the family owned and operated business "thinks national" and "acts local," serving national, regional and local manufacturers with an abiding commitment to excellent customer service. Batory Foods' network of distribution facilities serves thousands of customers and spans the full food industry spectrum. ([www.batoryfoods.com](http://www.batoryfoods.com))*

### **About Celanese**

*Celanese Corporation is a global technology leader in the production of differentiated chemistry solutions and specialty materials used in most major industries and consumer applications. With sales almost equally divided between North America, Europe and Asia, the company uses the full breadth of its global chemistry, technology and business expertise to create value for customers and the corporation. Celanese partners with customers to solve their most critical needs while making a positive impact on its communities and the world. Based in Dallas, Texas, Celanese employs approximately 7,400 employees worldwide and had 2013 net sales of \$6.5 billion. For more information about Celanese Corporation and its product offerings, visit [www.celanese.com](http://www.celanese.com) or our blog at [www.celaneseblog.com](http://www.celaneseblog.com).*

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