

News Release



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Qorus™ Sweetener System Provides Authentic Taste to Brau Beviale

Balanced sweetness and flavor offered to beverage makers

DALLAS and SULZBACH, GERMANY (November 10, 2014) – Celanese Corporation (NYSE: CE), a global technology and specialty materials company, will be showcasing its food ingredients product portfolio during Brau Beviale 2014 in Nuremberg, Germany, November 11-13.

“Celanese will be presenting its innovative Qorus™ Sweetener System to leaders in the beverage industry at the biannual Brau Beviale,” said Sam Smaldone, Qorus™ director, EMEA region. “Our consumer market research uncovered a gap in the taste of a full-sugar version of a beverage versus that of its low- or no-calorie counterpart. With Qorus, we assist the product formulator in achieving their authentic taste so they can turn consumer desires into reality.”

The Qorus™ Sweetener System is designed for use with many end-use applications including carbonated beverages, non-carbonated beverages, flavored waters, energy drinks, alcoholic cocktails, juice-based drinks, dairy and more. The Qorus™ Dolce 1000 Series enables a 30 to 70 percent sugar reduction, while the Qorus™ Dolce 2000 Series enables a 50 to 100 percent sugar replacement. “Qorus™ is a system that balances the flavors in a product, reducing the aftertaste of traditional sweeteners, and allows companies to bring products to market faster,” said Smaldone.

Celanese will be offering attendees of Brau Beviale a taste of Qorus™ through a variety of beverages all sweetened with the innovative sweetener system. Additionally, Celanese will be discussing its Sunett® brand of acesulfame potassium (Ace-K) sweetener. “Celanese was the inventor of Ace-K and pioneered the idea of synergistic sweeteners. Sunett is still seen as the Western flagship brand of this all-important sweetener,” said Smaldone. “In addition, Celanese will offer its potassium sorbate and sorbic acid preservatives for use in foods and beverages.”

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Technical, marketing and sales teams will be available at the Celanese booth (#1-109) at Brau Beviale to discuss their food ingredients portfolio. To set up a meeting at the expo, please contact Celanese at Qorus@celanese.com, or to learn more visit www.qorus.celanese.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 or our blog at www.celaneseblog.com.

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