

News Release



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Celanese ‘Talks about Taste’ and its Qorus™ Sweetener System at IFT® 14

‘Consumers won’t compromise on taste’ says market research study

DALLAS (June 20, 2014) – Celanese Corporation (NYSE: CE), a global technology and specialty materials company, will be sharing valuable “consumer taste insights” with beverage manufacturers during the IFT 14 Annual Meeting and Food Expo in New Orleans, June 22-24 at Celanese booth 1619.

“Celanese conducted an extensive global market research study on the ‘attitudes of consumers’ toward low and no-calorie beverages – and one thing was clear – they will not compromise on taste,” said Christoph Katz, marketing director for the food ingredients business of Celanese. “The top two reasons consumers cited for not consuming low/no calorie beverages surrounded taste – either preferring the taste of full calorie versions or disliking the taste of the low/no calorie versions.”

In response to these common consumer taste preferences, Celanese designed the Qorus sweetener system. “Qorus balances sweetness and flavor to enable the formulator to attain the ‘authentic’ taste of their brand,” said Katz. “Qorus significantly reduces the bitter aftertaste of traditional non-nutritive sweeteners, increases the sweetness perception, and results in shortening the lingering profile of the sweet aftertaste.”

Qorus may be used in a variety of low/no calorie beverages including carbonated beverages, non-carbonated drinks, flavored waters, energy drinks, juice-based drinks, cocktails and dairy products.

To showcase Qorus, Celanese will be offering tastings of a low calorie juice-based drink, a protein beverage and an energy drink during the show. Attendees are invited to take the Qorus challenge and determine which sample is full calorie and which is low calorie, and will then be entered into a daily drawing for gift cards.

Celanese will also be highlighting their Sunett® brand of acesulfame potassium (Ace-K) sweetener and their preservatives in the form of potassium sorbates and sorbic acid. “Celanese offers time-tested sweetener and preservative products that are manufactured at the highest-quality western standards to give our customers piece of mind,” said Katz.

Celanese will have technical, sales and marketing representatives at booth 1619 to sample Qorus and share the market research with interested attendees.

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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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