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## **Celanese Food Ingredient Business Introduces Qorus™, the Sweetener System that Enriches Expectations**

*Qorus™ allows companies to deliver authentic taste to reduced calories labels*

DALLAS, Texas — June 11, 2013 — Brands looking to develop low- or no-calorie applications have always accepted as inevitable the need to mask certain off-notes in hopes of hitting authentic taste profiles they desire. That dilemma is what prompted the creation of Qorus™, the sweetener system that is setting out to transform the industry by enabling brands to deliver not only great tasting reduced calorie labels but also authentic taste. The first products in the Qorus portfolio target the beverage industry as well as the flavored milk and yogurt sector of the dairy industry.

Qorus balances sweetness and flavor for a robust taste experience. Qorus allows formulators to achieve the end-products' desired sweet taste and allow its authentic flavor to shine through, all without altering the desired nutrition profile. Diana Peninger, vice president and general manager of Celanese food ingredients business, states, "Qorus offers perfect harmony in formulation, taste and experience."

Qorus is versatile and robust and can function in a large variety of formulating and processing conditions. This freedom to invent without limitations sets Qorus apart from other sweeteners. “We know our partners expect more from a sweetener, so we are excited to see the applications they bring to life. We are confident they will be impressed by how completely Qorus allows developers to hit desired taste targets; but more than that, we know they will be impressed by the way Qorus allows consumers to taste their brands, not our sweetener. In other words, we are bringing authentic taste to our partners and helping them see the real possibilities of our sweetener,” states Peninger.

Qorus will be introduced at the Institute of Food Technologists (IFT) Annual Meeting and Food Expo July 13-16 in Chicago. Visit Booth #4342 to experience, for yourself, sweetness made simple. Or, visit [Qorus.celanese.com](http://Qorus.celanese.com) for more information.

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***About Celanese Food Ingredients Business (Nutrinova)***

*Nutrinova, the food ingredients business of Celanese, is the inventor of acesulfame potassium and a leading manufacturer of potassium sorbates and sorbic acid. Nutrinova has over 50 years of experience in production and application of high quality ingredients. Nutrinova is committed to being the most innovative solution provider for all sweetening and preservation needs.*

[www.nutrinova.com](http://www.nutrinova.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 7,600 employees worldwide and had 2012 net sales of \$6.4 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).*

**Forward-Looking Statements**

*This release may contain "forward-looking statements," which include information concerning the company's products, plans, objectives, goals, strategies, and other information that is not historical information. All forward-looking statements are based upon current expectations and beliefs and various assumptions. There can be no assurance that the company will realize these expectations or that these beliefs will prove correct, including that Qorus™ will be used by customers as contemplated. There are a number of risks and uncertainties that could cause actual results to differ materially from the results expressed or implied in the forward-looking statements contained in this release. These risks and uncertainties include, among other things: changes in general economic, business, political and regulatory conditions; increased price competition and the introduction of competing products by other companies; market acceptance of our products and technology; changes in the degree of intellectual property and other legal protection afforded to our products; compliance and other costs and potential disruption or interruption of production or operations due to accidents, cyber security incidents, terrorism or political unrest or other unforeseen events or delays in operation of facilities; potential liability resulting from pending or future litigation, or from changes in the laws, regulations or policies of governments or other governmental activities in the countries in which we operate; and various other factors discussed from time to time in the company's filings with the Securities and Exchange Commission. Any forward-looking statement speaks only as of the date on which it is made, and the company undertakes no obligation to update any forward-looking statements to reflect events or circumstances after the date on which it is made or to reflect the occurrence of anticipated or unanticipated events or circumstances.*