Celanese Offers Formulators ‘Freedom to Innovate’ with Qorus™ Sweetener System at FI Asia 2014

Technical seminar and tasting on October 16

DALLAS and SHANGHAI (October 15, 2014) – Celanese Corporation (NYSE: CE), a global technology and specialty materials company, will be sharing valuable sweetening solutions with beverage manufacturers during Food Ingredients Asia 2014 in Jakarta, Indonesia, at Celanese booth M18.

“Consumers are well aware of the flavor tradeoffs that typically accompany many low- or no-calorie beverages. While many people will continue to drink products that they consider to have off-notes or a lingering aftertaste, many more will not compromise on taste,” said Carrie-Ann Lee, marketing director for the food ingredients business of Celanese.

Celanese designed the Qorus™ sweetener system to enrich the expectations of the consumer by meeting their desired taste. “Qorus balances sweetness and flavor to let the authentic taste of the brand shine through,” said Lee. “With Qorus, we have given product formulators the ability to significantly reduce the bitter aftertaste of traditional non-nutritive sweeteners, increase the sweetness perception, and shorten the lingering profile of the sweet aftertaste. In other words, Qorus gives the product developer the freedom to innovate.”

Qorus may be used in a wide array of low/no calorie beverages including carbonated beverages, non-carbonated drinks, beverage concentrates, flavored waters, energy drinks, juice-based drinks, no/low alcoholic beverages and dairy products.

Hui Fern Tan, technical manager, will lead a presentation on Advancing sweetening technologies with Qorus innovations. To showcase Qorus, Celanese will be offering tastings of a variety of low-calorie beverages at both the technical seminar and at booth M18.

Celanese will also be highlighting its Sunett® brand of acesulfame potassium (Ace-K) sweetener and its preservatives in the form of potassium sorbates and sorbic acid. “Celanese offers high- intensity sweetener and preservative products that are manufactured in Germany to the highest-quality western standards to give our customers peace of mind,” said Christoph Katz, global marketing director for the food ingredients business of Celanese.

Celanese will have a global team of technical, sales and marketing representatives at booth M18 to sample Qorus and discuss food ingredients with interested attendees. Learn more at www.qorus.celanese.com.
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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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