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## PRESS RELEASE

### **Bell sharpens its portfolio and presents new generation of high-purity esters Ingredient Specialities becomes Aroma Chemicals**

*Bell Flavors & Fragrances EMEA is further developing its Ingredient Specialities business unit and will operate it under the clearly defined name **Aroma Chemicals** in the future. The designation underlines the segment's strategic focus on a transparently structured portfolio that gives customers quick access to suitable molecules for fragrance and flavour applications.*

Aroma Chemicals precisely describes the role of the business unit: the development and production of chemical components for fragrances and flavours. These molecules perform essential functions in fragrance profiles and taste modulation. In doing so, they support manufacturers in developing sensorially precise and trend-oriented products. Bell's portfolio includes esters, citrus derivatives, ship bases and extracts, among others.

For customers, the realignment means: a clearly structured product world, easier orientation and faster ways to find the right solutions.

#### **New generations of high-purity esters**

In the course of further development, Bell is also presenting new generations of high-purity esters that impress with their exceptional purity and sensory quality. These are used worldwide in confectionery and baked goods, in household and personal care products as well as in the pharmaceutical industry, for example to mask or improve flavours.

"With Aroma Chemicals, we are creating a clear structure for our molecular portfolio and consistently aligning the business unit with the requirements of the market and application," says Christin Ruckhaber, Manager Aroma Chemicals. "The new ester generations show how we are further strengthening quality, sustainability and market proximity in this segment. Our customers benefit from reliable specifications, quick orientation and a portfolio that directly addresses current requirements."

The further development of the segment is linked to a targeted focus on **palm oil-free** and **organic alternatives** as well as the expansion of regional supply chains in Europe. In this way, Bell contributes to the long-term security of supply and economic stability of its partners in the flavor and fragrance industry.

#### **About Bell Flavors & Fragrances EMEA:**

*Bell Flavors & Fragrances EMEA is a leading supplier of flavours, fragrances, botanical extracts and ingredient specialities to the beverage and food industry, as well as the household care and personal care industry. Based in Leipzig, Germany, the company manages sales offices throughout Europe, the Middle East and Vietnam, as well as a manufacturing facility in India. Bell EMEA operates as an independent company of Bell Flavors & Fragrances Inc., headquartered in Northbrook, Illinois, with offices in the United States, Canada, Mexico, China, Brazil and Singapore.*

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