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PRESS RELEASE

Bell and Brenntag further expand cooperation Bundled expertise strengthens medium-sized food and beverage manufacturers

Leipzig-based flavour manufacturer Bell Flavors & Fragrances EMEA is building on the long-term cooperation with Brenntag, the world's leading distributor of chemicals and ingredients, which began in 2025. At a joint meeting between Brenntag's management and Bell's management at the Leipzig site, both partners confirmed the further expansion of the cooperation.

Bell is pursuing a clear strategic objective with this cooperation: to complement its development and flavour expertise wherever customers expect application-oriented solutions, market insight and technical support from a single source. "For us, it is crucial to combine our strengths in a targeted manner with partners who operate close to the market and close to the customer," says Holger Wetzler, CEO of Bell. "Today, medium-sized food and beverage manufacturers in particular expect solutions that are technically sound and at the same time practical to implement."

Brenntag contributes a broad-based technical sales team with deep market and application expertise. This makes it possible to integrate Bell flavours into customer-specific concepts in a targeted manner and to offer them as application-oriented complete solutions. "Our strength lies in understanding complex customer requirements and translating them into marketable solutions," explains Sandra Vennemann-Toppka, Regional Business Director DACH at Brenntag. "The collaboration with Bell expands our portfolio with high-quality flavour expertise."

Added value for medium-sized manufacturers

As a specialist ingredients producer, Bell develops high-quality flavours that are efficiently brought to market by Brenntag. In particular, medium-sized manufacturers who cannot source individual flavours or develop complex applications themselves benefit from bundled products, application and market knowledge of both partners. The combination of Brenntag's system and application expertise with Bell's sensory and technological expertise creates tailor-made solutions for different production requirements.

Long-term cooperation planned

Since last year, both partners have been closely coordinating their processes and developing a common understanding of market and customer requirements. Bell put together flavour collections for various applications – from baked goods and dairy products to seasonings and beverages – which were jointly evaluated and integrated into the Brenntag portfolio. This structured selection and integration process forms the foundation of the cooperation today.

With the confirmed partnership, Bell and Brenntag are strengthening their presence in the German market for food and beverage flavours. Medium-sized manufacturers benefit from bundled technical, sensory and application-related expertise and from solutions that are precisely tailored to their production realities.

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.

About Brenntag:

Brenntag is the global market leader in the distribution of chemicals and ingredients. The company plays a central role in networking customers and suppliers in the chemical industry. Headquartered in Essen, Germany, Brenntag has more than 18,100 employees worldwide and operates a network of approximately 600 locations in over 70 countries. In 2024, Brenntag generated sales of EUR 16.2 billion. Our two global businesses, Brenntag Essentials and Brenntag Specialties, offer a broad and diversified portfolio of industrial and specialty chemicals and ingredients, as well as customized application, marketing and supply chain solutions, technical and formulation support, deep regulatory expertise and digital solutions for a wide range of industries. Brenntag pursues ambitious sustainability goals and is committed to sustainable solutions in its own industry and in the industries it serves. Brenntag shares have been listed on the Frankfurt Stock Exchange since 2010 and on the DAX since September 2021. In addition, Brenntag SE shares are listed in the DAX 30 ESG and DAX ESG Target. For more information, visit www.brenntag.com.

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