



Fiberstar Partners with Batory Foods to Grow Sales in the Western U.S.

Fiberstar, Inc., a global leader of natural, functional fibers entered into a distribution agreement with Batory Foods to expand the sales bandwidth across the Western United States.

Fiberstar, Inc., (River Falls, WI) www.FiberstarIngredients.com

Fiberstar, Inc., a global leader of clean label, functional fibers signed a distribution agreement with Batory Foods effective July 1, 2018. Over the years, Fiberstar added capacity, introduced new Citri-Fi® products and entered into new categories. To increase the sales momentum and to penetrate the food and beverage market, Fiberstar partnered up with Batory Foods.

“Batory Foods has an excellent track record within the food and beverage market,” says John Haen, President and CEO of Fiberstar. “We are pleased to have Batory Foods as our Western Distributor. They will complement our specialty ingredient business and provide us the additional sales bandwidth.”

Fiberstar sells Citri-Fi, a natural fiber produced from citrus fruit. The patented process opens up the fiber to create high surface area which lends itself to high water holding capacity and emulsification properties. This natural fiber contains both insoluble and soluble fiber with high amounts of pectin which makes this fiber one of the best, functional fibers on the market. One of the key benefits is its ability to hold onto water and oil, naturally, with stabilizing benefits in some of the most challenging food processing conditions. Citri-Fi’s stability is superior versus many other hydrocolloids such as starches, gums and chemical stabilizers. Citri-Fi also provides textural, nutritional and cost benefits to meats, bakery, sauces, dairy and beverages.

Three product lines in the portfolio include the 100 series (native citrus fiber), 200 series (citrus fiber co-processed with guar gum) and the 300 series (citrus fiber co-processed with xanthan gum). The 200 and 300 series are useful in applications requiring additional viscosity.

Because Citri-Fi can be labeled as citrus fiber, dried citrus pulp or citrus flour, and is approved for use in many meat and poultry applications, it resonates well within the clean label market. Citri-Fi also qualifies as a fiber under the new FDA ruling. This natural fiber can replace starches, gums, emulsifiers and chemical stabilizers, depending on the application. In addition, this natural fiber is non-GMO and allergen-free and the 100 product line requires no E-number labeling.

For more information, please contact Dan O’Connell, VP of North American Sales at d.oconnell@fiberstar.net.

ABOUT FIBERSTAR, INC.

Fiberstar, Inc. www.FiberstarIngredients.com is a privately held innovative biotechnology Company focused on enhancing food performance by manufacturing and marketing value-added food ingredients. Its largest brand, Citri-Fi is an all-natural highly functional fiber produced sustainably from citrus fiber using a patented process. Citri-

Fi is GRAS, non-allergenic, neutral in taste & odor and non-GMO. This functional fiber line benefits meat, dairy, bakery, gluten-free, sauce, condiments, frozen food, beverage and health & wellness food products through textural improvements, nutritional enhancements and/or cost savings. Headquartered in River Falls, Wisconsin with manufacturing in Florida and Wisconsin, Fiberstar sells products globally in over 65 countries.

ABOUT BATORY FOODS

Founded in 1979, Batory Foods offers the industry's largest portfolio of food, nutraceutical and fine ingredients for U.S. food, beverage and dietary supplement manufacturers. Our national system of warehouses and distribution centers, based on best-in-class logistics, speeds products to your door. Batory's experienced sales representatives work with an abiding commitment to excellence in customer service. Batory's network of distribution facilities serves thousands of customers and spans the full food industry spectrum. (www.batoryfoods.com)