

**PRESS RELEASE**

DATE September 02, 2025

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## Corbion leads clean-label reformulation forward at IBIE 2025.

For commercial bakers, reformulating products to meet clean-label expectations, using simple, transparent and recognizable ingredients while still delivering shelf life and consistency has become one of the most urgent challenges in the industry. At IBIE 2025, the largest baking industry trade show in the Western Hemisphere, Corbion will showcase how it is helping bakeries close that gap by combining technical insight, application expertise, and practical innovation to deliver better outcomes across operations.

Corbion's portfolio, built on natural fermentation, is designed to help bakers address these challenges head-on. The company's approach tackles the most persistent obstacles in the industry: ingredient complexity, waste production, and growing consumer expectations for naturally derived products. With demand for clean-label offerings increasing, bakers need solutions that do more than meet formulation goals. They need to protect product quality, eating experience, and performance while balancing any added cost or process changes.

To support those needs, Corbion will introduce Ultra Fresh Plus 100, a label-friendly solution developed to replace synthetic emulsifiers while preserving the softness, sliceability, and freshness consumers expect. It gives bakers a way to maintain quality and consistency while simplifying formulation and reducing loss on the line, solving a core challenge in clean-label reformulation.

Corbion will also highlight its expanded line of natural mold inhibitors and acidifiers, which help reduce spoilage and extend shelf life without synthetic preservatives. For bakers navigating better-for-you development, Corbion offers support in bringing high-protein, low-sugar, and fiber-rich products to market without compromising eating experience.

To help bakers stay ahead of what's next, Corbion will share insights into evolving consumer eating behaviors including GLP-1-related appetite shifts and the growing role of functional snacking. These trends are shaping new expectations in the bakery aisle, and Corbion is helping manufacturers translate them into product success.

"What we're showcasing at IBIE reflects what we're hearing from bakers every day - the need to simplify without sacrificing quality, and the urgency of making clean-label work in real production

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environments,” said Mark Hotze, Vice President of North America at Corbion. “Our goal is to deliver practical, forward-thinking solutions that help bakers keep moving.”

That perspective will also shape Corbion’s contribution to the State of the Baking Industry Panels at IBIE, where leaders will join the discussion on how bakery professionals are adapting to rising reformulation demands and shifting consumer behaviors. In addition, Corbion experts will participate in several IBIEducate sessions, covering topics from sustainable food systems, ingredient functionality, talent pipeline development, and future-focused bakery innovation, offering practical, real-world insight from the field.

### **Experience Corbion in action**

At IBIE, attendees can sample bakery applications made with Corbion solutions, illustrating how label-friendly formulations can deliver real-world performance. Daily Happy Hours from 3:00 - 5:00 p.m. (Sept. 14 - 16) offer opportunities to connect informally with Corbion’s team. On Tuesday, the company will host a special toast to celebrate the 10th anniversary of The Women’s Bakery, a social enterprise Corbion proudly supports.

To schedule dedicated time with Corbion experts during IBIE, visit:

[https://info.corbion.com/corbion\\_ibie25\\_book-a-meeting](https://info.corbion.com/corbion_ibie25_book-a-meeting)

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### **Background information:**

Corbion is a sustainable ingredients company dedicated to preserving what matters, including food and food production, health, and the planet. We specialize in lactic acid, lactic acid derivatives, food preservation solutions, functional blends, and algae ingredients, using our deep application and product knowledge to propel nature’s ingenuity through science. With more than a century of experience, we continue working side-by-side with our customers to make our cutting-edge technologies work for them. Leveraging our advanced capabilities in fermentation and preservation technology, we help customers differentiate their products in diverse markets ranging from food and animal nutrition to home & personal care, pharmaceuticals, electronics, medical devices, and bioplastics. In 2024, Corbion generated annual sales of € 1,332.0 million with a workforce of 2,399 FTEs. Corbion is listed on Euronext Amsterdam. For more information: [www.corbion.com](http://www.corbion.com)