



Press Release

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DSM Food Specialties
Communications
www.dsmfoodspecialties.com

DSM and Honey Hill Farms Collaborate for New Frozen Yogurt Range

DSM has partnered with US dairy and frozen dessert producer Sugar Creek Foods to supply its dairy cultures for the new live and probiotic Honey Hill Farms frozen yogurt range. The soft-serve frozen yogurt combines the characteristics of ice cream with the benefits of yogurt, offering desserts that promote a healthy immune and digestive system.

With our healthier lifestyles we now seek the so called “good tasting wellness” that provides indulgence, though, being healthier at the same time. Frozen yogurt, a hybrid between the traditional ice cream and healthier yogurt-based products, does exactly that. A frozen dessert, based on cultured yogurt or other dairy products has stood out for several years as one of the biggest under-developed opportunities in the dairy industry.

Sugar Creek’s new frozen yogurt offering contains five different yogurt cultures, including three probiotic strains within DSM’s DELVO[®]PRO LAFTI product range. These probiotic strains were specially selected to provide digestive benefits and assist in strengthening the body’s immune system. Included in the offering is DSM’s DELVO[®]PRO LAFTI L10 culture which carries an ‘A’ recommendation according to the study published by the 2011 Yale University workshop on probiotic use¹ and DELVO[®]PRO LAFTI L26 ensuring superior stability and cell count survival throughout the shelf life of the products.

Pete Budde, DSM’s product line manager, adds “At DSM we pride ourselves on our commitment to driving innovation in food technology. Combining this drive with a close understanding of our customers’ needs enables us to apply our application knowledge and expertise in ingredient development and bring added value to customers throughout their product innovation and production phases.”

The customized blend made for Sugar Creek, is formulated with highly concentrated natural yogurt cultures, fulfilling the certification of “Live and Active” both at the time of manufacturing as well as during the consumption of the finished product promoting a delicious bite and healthy immune and digestive system.

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DSM - Bright Science. Brighter Living.™

Royal DSM is a global science-based company active in health, nutrition and materials. By connecting its unique competences in Life Sciences and Materials Sciences DSM is driving economic prosperity, environmental progress and social advances to create sustainable value for all stakeholders. DSM delivers innovative solutions that nourish, protect and improve performance in global markets such as food and dietary supplements, personal care, feed, pharmaceuticals, medical devices, automotive, paints, electrical and electronics, life protection, alternative energy and bio-based materials. DSM’s 22,000 employees

¹ <http://www.ncbi.nlm.nih.gov/pubmed/21992958>

deliver annual net sales of around \$10 billion. The company is listed on NYSE Euronext. More information can be found at www.dsm.com

About Sugar Creek Foods

Sugar Creek Foods International, Inc. is a leader in the frozen yogurt and custom frozen soft-serve mix industry. For over 65 years, Sugar Creek has pioneered development, production, and marketing of frozen soft-serve dessert mixes. The company operates a production facility in Russellville, AR, which manufactures its national brand Honey Hill Farms soft-serve frozen yogurt, which is real dairy and contains live and active cultures. Sugar Creek offers branded and private label frozen yogurt, ice cream, frozen custard, sorbet, and smoothie mixes. Sugar Creek's end-user customers include frozen yogurt shops, convenience stores, quality restaurants, ice cream shops, custard shops, colleges, foodservice locations, and international chain accounts. For information on Honey Hill Farms and Sugar Creek Foods contact Bud Gunter, VP Sales and Marketing of Sugar Creek Foods 1-800-445-2715.

For more information:

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