



FOR IMMEDIATE RELEASE

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ROQUETTE AMERICA TO HOST SMART CALORIES SESSION AT CUSTOMER INNOVATION CENTER FOLLOWING IFT ANNUAL MEETING

GENEVA, IL – Roquette America, a division of Roquette will host a complimentary educational and collaborative session at its Customer Innovation Center in Geneva, Illinois. The session, *Smart Calories™ Solutions for Health and Wellness*, is part of Roquette America's Roquette University series and will be held July 16-17 immediately following the IFT Annual Meeting and Food Expo held at the McCormick Place South in Chicago. Roquette America is slated as an exhibitor at booth 2147 during the Annual Meeting.

"Roquette University and Customer Innovation Center is about welcoming customers into our home for collaboration that's not typically seen in the industry," says Bernessa Wilson, Marketing Communications Manager at Roquette America. "It's designed to educate and inspire, so together, we can bring the latest industry trends from the lab to the consumer kitchen."

At the conclusion of IFT, Roquette America will offer complimentary transportation for registered attendees of its Smart Calories™ session. The shuttle will depart at 3:30pm on July 16 from McCormick Place. There will be a cocktail reception and dinner at 5:30pm at the Customer Innovation Center. The dinner will include a chocolate demonstration by guest pastry Chef Paul Saucedo of Cocoa Bean Geneva. Entertainment at 8:00pm will feature a rare, private performance by Grammy-award winning jazz saxophonist and recording artist Kirk Whalum.

"We're rolling out the red carpet for those willing to join us after IFT for another day. They'll enjoy wining, dining, great entertainment, and learn all about how to be smarter through the actual makeup of calories," says Wilson.

The Smart Calories™ session begins the following morning, July 17, at 9 a.m. The session is based on Roquette America's unique definition of Smart Calories™, which is simple—ensuring that calories and formulations are nutritionally and functionally balanced and optimized. Attendees will participate in a full day of lectures and discussions with a variety of industry experts.

The seminars will focus on specific segments of the functional food category plus discussions on how to develop smarter food formulations with the addition of starch, fibers and proteins. The day will conclude with hands-on demonstrations of new culinary and confectionary formulations under the Smart Calories™ model.

“The trends have shifted from dieting to the health benefits of food. Consumers are highly invested in counting calories,” says Wilson. “Our portfolio of products offers our customers the ingredients needed to support the healthy claims their products require.”

Smart Calories™ is Roquette America’s trademarked functional food formulation designed to help companies develop healthier food and beverage products. Increasing public health concerns and media focus has made consumers more conscious of their own dietary habits. And with changing USDA guidelines and new health association reports, there is an emergence of mega-trends in diabetes health, disease prevention, obesity awareness and inner health.

For more information on Roquette America’s Smart Calories™ session, visit the Roquette America booth (2147) at the IFT Annual Meeting and Food Expo. Professionals can also register for the session and learn more at www.RoquetteUniversity.com or by calling 630.463.9452.

Roquette – Offering the best of nature™

The business of Roquette, a French family group with an international dimension, is the processing of vegetable raw materials: maize, wheat, potatoes, peas and micro-algae.

Among the five global leaders in the starch manufacturing industry, it offers its customers a wide range of products and solutions in the fields of human nutrition, pharmacy-cosmetology, paper-board, chemistry-bioindustry and animal nutrition.

Present in over 100 countries, Roquette has a turnover of 3 billion euros. The group employs more than 7.800 employees. Its development is based on a strategy giving preference to long-term innovation and the commitment to achieve, focused on health nutrition and plant-based chemistry.

Its mission: « Serve men and women by offering the best of nature ».

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