



Bayn collaborates with Bioscience Food Solutions (BFS) showcasing the Sugarreduced® concept at the world's leading food ingredients fair

Bayn and BFS are collaborating on sugar reduction at the world's leading food ingredients fair, Food Ingredients Europe (FiE), held in Frankfurt 28-30 November. Bayn will be on site together with BFS presenting the Sugarreduced® concept showcasing sugar reduced products in the segments ice cream, chocolate, confectionary, beverage and pastry. Bayn's solutions for complete or partial sugar replacement are used in many food creations and beverages.

At the FiE we are located at hall 11, booth 11.0A101.

The fair FiE is held biennially and has over the years drawn over 500,000 visitors and stakeholders in the food ingredients industry. "Attending the fair gives us opportunities to make new connections, showcase our product portfolio and present the Sugarreduced® concept, a one stop shop for sugar reduction. We are pleased for the opportunity to do this in collaboration with BFS. Our sugar reduced applications in combination with their strong market channel is a perfect match.", says Lucy Dahlgren, Managing Director, Bayn Europe AB.

"We have been in contact with Bayn on many occasions this fall and visited their innovation center where we tested their convincing products and learned about their extensive expertise in sugar reduction. We are looking forward to collaborating with Bayn at the FiE. Sugar reduction is a huge trend, and the offerings from Bayn are a great addition to our portfolio, providing sought-after real-world advantages", says Sebastian Jakob, Managing Director, BFS.

About BFS

The fast-growing Bioscience Food Solutions GmbH (BFS) located in Siegburg, Germany has been developing, importing, producing and distributing raw materials and ingredients for the food industry since 2014 in accordance with the highest quality standards. Since BFS is also the European distribution partner for renowned brand manufacturers, customers benefit from an innovative and carefully considered product range. Own solutions and ingredients are sold under the BIFOSOL® and BIFOLINE® brands. BFS operates an own application centre in Europe and stocks products in European warehouses.

About Bayn Europe

Bayn Europe is an independent formulation developer of cutting edge and healthy sugar reduction solutions for the food and beverage industry. Bayn's total solutions focus on taste, texture and cost-in-use. Bayn's product portfolio contains ingredients and sugar replacers for food and beverage applications. Bayn's business model is based on solid networks of scientific research, market channel partnerships and contracted manufacturers.

Bayn Europe was founded in 2009 in Stockholm, Sweden, and is listed at Nasdaq Stockholm, First North, since 2014.

Mangold Fondkommission AB is Bayn's Certified Adviser. Telephone +46-8-5030 1550.

For more information, please contact Lucy Dahlgren, Managing Director Bayn Europe AB, e-mail ld@bayn.se