

TRILOGY LAUNCHES NEW COMPANY IN SHANGHAI, CHINA

Abingdon, Maryland, June 1, 2013—John Cavallo, Ph.D., VP Global Business Development, Trilogy Essential Ingredients, Inc. announced the launching of Trilogy Flavors Shanghai Ltd., a newly established company in China that will be serving the burgeoning Asian market. Dr. Cavallo also serves as General Manager of the China-based company.

In making the announcement, Dr. Cavallo said, “Trilogy now has a vital presence in the world’s fastest growing market. Our Shanghai facility is the center of our flavor development in China, bringing together flavor creations, product applications and local manufacturing.”

Dr. Cavallo explained that with a sales and marketing office in Lujiazui, Pudong, the center of Shanghai’s business district, Trilogy is in prime position to serve the huge Chinese market. “We have assembled a team in Shanghai that excels in local market knowledge and has a real understanding of the global food and beverage landscape,” he said.

Trilogy Flavors Shanghai will focus on flavor development and manufacturing for beverages dairy, yogurt drinks, ice cream, meat flavors and processed meat products from facilities in Kunshan and Shanghai. Trilogy’s Asian outreach extends to an enhanced network of sales and exports in Vietnam and distribution capabilities across the continent through a partnership with Wills International Sales Corporation.

“Trilogy here in the United States and Trilogy Shanghai bring mutual synergies to each other. We can now exchange the expertise we have garnered in North America with the knowledge of local markets that our colleagues in China bring to us.

Dr. Cavallo added that Trilogy’s foothold in the Asian market entirely suits the direction that Trilogy has taken in flavor development. He said that for a long while, Trilogy has been dedicated to flavors and ingredients that support wellness, as evident in the company’s Next Wave™ brand that is focused on next wave of technologies and market trends.

“Health and Wellness, once a trend, has taken firm hold, with a transforming impact on product development”, said Dr. Cavallo. “We are keenly aware of how some ingredients and delivery systems are key to targeting specific health and wellness issues. Our appreciation of traditional Chinese Medicine is well established and its centuries old attention to providing alternative medicine is part of the knowledge that our Chinese colleagues share with us and is an added advantage to advancing our goals.”

Dr. Cavallo pointed out the Trilogy Flavors Shanghai has an official Chinese name which translates into “Innovative and Happy Flavors Shanghai”, reflecting the nation’s cultural preference for the word ‘happy’. Many prestigious corporations and brands use the word “happy” when they translate their name into Chinese.

“We are in good company with this nomenclature, and we look forward to a ‘happy relationship’ that bridges East to West, in a positive, promising way for our industry.”

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Trilogy Essential Ingredients offers an extensive range of flavors for the food, beverage, oral care, pharmaceutical and nutraceutical industries. The company specializes in ingredients that employ the best delivery systems for their specific applications. Trilogy is committed to advancing the latest scientific findings concerning natural foods, focusing on ingredients and components that may lessen the impact of chronic diseases. Global company headquarters and manufacturing facilities are located in Maryland, while Trilogy also has a vital presence in China through its affiliate, Trilogy Flavors Shanghai. Sales offices and warehouses are also located in Vietnam, the Philippines and Latin America.

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