

# PRESS RELEASE

## Nature-based freshness and product stability

### **Global beverage company joins BRAIN's newly established FRESCO program for nature-based preservation ingredients**

- Ñ **Joint efforts to address growing demand for sustainably produced and healthy products**
- Ñ **Contribution to reducing product losses resulting from microbial decay**

The bioeconomy company BRAIN AG, the natural product specialist AnalytiCon Discovery GmbH and a leading consumer product market player with a highly diverse portfolio of beverage products, headquartered in Japan, announced the start of a strategic partnership within the FRESCO program today.

Within this program, the BRAIN Group is developing bioactive natural ingredients with preserving or preservation enhancing traits for diverse industrial applications. These developments will address increasing demands for nature-based product ingredients and sustainable production processes. The program will also contribute to reducing product losses resulting from microbial decay.

The global market player joining the FRESCO program will have worldwide privileged access to newly discovered natural preserving substances for the field of beverages. The company will benefit from AnalytiCon Discovery's access to a huge variety of all-natural

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ingredients with a particular focus on edible plant material in combination with BRAIN's unique screening technologies.

“In the field of food and beverages, there is a growing demand for novel natural ingredients. We are therefore very pleased to kick off the strategic partnership with a strong international corporation in the beverage field within our newly established FRESCO program. The FRESCO program is for developing novel nature-based preserving or preservation enhancing ingredients for diverse applications and industries. These industries include beverages, food, feed or coatings but as well medical, storage, hygiene and other household products,” says Dr. Guido Meurer, Member of the Management Board and Unit Head Producer Strain Development at BRAIN.

“AnalytiCon Discovery is a global market leader when it comes to libraries of natural products with fully elucidated molecular structures. We have access to about 15% of all known natural products and we are able to combine this toolbox of nature with BRAIN's screening technologies in a highly efficient way. We are convinced this will allow us to develop high-performance solutions within the FRESCO program,” explains Dr. Jens-Peter Müller, Director Business Development & Project Management at AnalytiCon Discovery.

According to a study published by “Markets and Markets” in August 2016, the global food preservatives market has grown steadily in recent years, due to the need for products with a longer shelf life. Additionally, health conscious people are increasingly demanding food products that use natural preservatives. The global food preservatives market, in terms of value, is projected by “Markets and Markets” to reach around USD 2.94 Billion by 2021, at a CAGR of 2.5% from 2016 to 2021. According to a study added to the repository of “Market Research Reports Search Engine” (MRRSE) in April 2018, the global preservative market for various industries is likely to grow at a CAGR over 4% from 2017 to 2026.

With products developed within the FRESCO program, the BRAIN Group intends to participate in the growth of these markets. Further

financial and content details of the FRESCO partnership are not disclosed.

**For additional information on joining the FRESCO program, please contact** Dr. Guido Meurer (BRAIN AG) or Dr. Jens-Peter Müller (AnalytiCon Discovery GmbH) via [FRESCO@brain-biotech.de](mailto:FRESCO@brain-biotech.de)

#### Further Information

BRAIN Blickwinkel Magazin: Naturals, 01 2017/18: <https://www.brain-biotech.de/en/blickwinkel/naturals/>



BRAIN scientists at work developing novel natural ingredients for diverse industries.

Image: BRAIN AG, Germany

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#### **About BRAIN**

B.R.A.I.N. Biotechnology Research and Information Network AG (BRAIN AG; ISIN DE0005203947 / WKN 520394) is one of Europe's leading technology companies in the field of industrial biotechnology, the core discipline of Bioeconomy. As such, BRAIN identifies previously untapped, efficient enzymes, microbial producer organisms or natural substances from complex biological systems that can be put to industrial use. The innovative solutions and products developed by help of this "Toolbox of Nature" are successfully applied in the chemistry, the cosmetics and the food industries. BRAIN's business model is based on two pillars - BioScience and BioIndustrial. The BioScience comprises its frequently exclusive collaboration business with industrial partners. BioIndustrial comprises the development and commercialization of BRAIN's own products and active product components. Further information is available at [www.brain-biotech.de/en](http://www.brain-biotech.de/en).

#### **About AnalytiCon Discovery**

AnalytiCon Discovery GmbH is a global market leader in the area of compound libraries containing fully analyzed structures. Located on the Potsdam Biotech Campus, the company offers services for every stage of the supply chain for natural

product-based (NP-based) substance discoveries and developments. Innovative technology concepts enable high-grade partnerships with globally operating companies from the pharmaceutical, food manufacturing and cosmetics industries. AnalytiCon Discovery enjoys access to around 15 percent of all natural compounds known worldwide, as well as to thousands of structures that have not yet been published. AnalytiCon Discovery has been a member of the BRAIN Group since 2013. Further information is available at [www.ac-discovery.com](http://www.ac-discovery.com).

**Disclaimer**

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