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E.T. Horn Launches New Lonza Prebiotic at IFT Conference

FiberAid® expected to impact the functional food markets.

La Mirada, CA – February 29, 2008 – E.T. Horn's breadth of innovative ingredient offerings has expanded again. The company, a leading national distributor, supplier, marketer, and manufacturer of specialty chemicals, was a major sponsor of the Southern California Chapter of the Institute of Food Technologist's annual conference February 12. E.T. Horn seized the opportunity by having Lonza, a longtime principal supplier present its newest innovative functional food ingredient: FiberAid®.

As part of its continuous resolve to improve performance for USA customers, Lonza recently appointed E.T. Horn to be an authorized Western distributor. E.T. Horn will market FiberAid® mostly through its FoodTech Group, and, to a lesser extent, as a nutraceutical.

"Our quest to expand functional food offerings has taken a giant leap forward because of the myriad applications for FiberAid® from Lonza," said Lisa Alley-Zarkades, E.T. Horn Vice President. "Lonza made a marvelous science-based presentation at IFT. The captive audience discovered that FiberAid® has many physiological benefits as a prebiotic dietary fiber, and can also improve taste, texture and shelf life for bakery products."

According to Zarkades, Lonza's session was not without some lighter moments. She explained a common quandary with fiber additives is due to a large percentage of people who suffer from gastro intestinal distress caused by too much fiber in the diet.

"Perhaps the most whimsical, yet important user benefit of FiberAid® was reinforced. Since there are so many fiber additives in today's market, consumers need to be reassured that FiberAid is generally agreeable with those who suffer from, well, that bloated feeling," she quipped.

About The E.T. Horn Company-

The E.T. Horn Company is one of the nation's largest distributors, marketers and manufacturers of raw materials and chemicals for use in coatings, building materials, elastomers, lubrication, nutrition, cosmetics, personal care, and food products. Founded in 1961, the company has focused on providing formulation solutions, superior customer service and technical expertise in distributing products from only the finest manufacturers. For additional information contact the company at 800-442-HORN or visit www.ethorn.com.

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