

May 19, 2020

San-Ei Gen F.F.I. concluded sales cooperation agreement for exclusive distribution of Lycored's tomato lycopene for the beverage segment and cooperation on product development to expand the use of tomato color in the Japanese market

San-Ei Gen F.F.I., Inc. has agreed to exclusively distribute Lycored's tomato lycopene for the beverage segment in Japan and to jointly develop new tomato color products to expand the use of tomato color in new applications.

Tomato color is obtained by extracting lycopene from the fruit of solanaceous tomato (*Lycopersicon esculentum* MILL.). It delivers a rich red color and is not affected by variation of pH in foods and beverages.

In Japan, tomato color is widely used in drinks, desserts, and fish meat products. San-Ei Gen has promoted the use of highly stable tomato color formulations, from Lycored tomato products, using their unique manufacturing methods for more than 20 years. In an effort to expand the use of Lycored's tomato color into beverages, the cooperation between Lycored and San-Ei Gen provides San-Ei Gen with distribution exclusivity for this segment.

"We will work together to accelerate the product development efforts with an emphasis on expanding the color range and further expand the use of tomato color into other food and beverage applications where it has not often been used.", says Masayuki Nishino, General Manager of San-Ei Gen.

"This agreement further strengthens our long-term commitment to the Japanese market and we're certain that joining our product development efforts with San-Ei Gen will lead to improved coloration formulations that will benefit the industry as a whole." says Rony Patishi-Chillim, CEO of Lycored.

Lycored

Established in 1995 in Israel, Lycored is the global natural lycopene leader for food, beverage and dietary supplement products. Lycored extracts and supplies lycopene-based color and taste-enhancing ingredients from tomatoes for the food and beverage industries. For more information visit www.lycored.com.

San-Ei Gen F.F.I., Inc.

San-Ei Gen F.F.I., Inc. has a mission to provide all people with healthy life and enjoyment of food through safe and secure food additives. We integrate five research and development areas such as "Flavor", "Color", "Texture", "Taste", and "Health & Function", and utilize state-of-the-art technology and sensitivity cultivated over 100 years. We will continue to create new food value and contribute to realize rich dietary culture and sustainable society.

Address of Headquarters: 1-1-11, Sanwa-cho, Toyonaka, Osaka 561-8588, Japan

President: Yasuhiro Shimizu

Business: Manufacturing and distribution of food, food additives, and industrial products

Sales Offices: New York • London • Singapore • Lima

PR: 1CVQY