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## PRESS RELEASE

### **Lycored recognized for commitment to minimal waste**

Lycored's commitment to reducing waste has been recognized by one of the world's premier business awards.

The leader in "cultivating wellness" offers a range of ingredients for food and nutrition applications and is committed to minimizing waste as much as possible.

Lycored grows its own non-GMO tomatoes and extracts oleoresin from them for supplement and nutrition products. These include Lycomato™, a supplement-ready blend of carotenoids, tocopherols, and phytosterols. Lycored's extraction process is designed to keep the rich nutrients as close as possible to their natural form, while maximizing their inherent potency and amplifying their natural synergy.

However, oleoresin accounts for just 5% of the composition of tomatoes. Lycored uses the rest of the fruit from the oleoresin stage to create products that can give a variety of food applications a natural upgrade. Lycored's Real Food range can help manufacturers reduce salt and sugar content, replace artificial flavor enhancers like MSG and boost taste.

Tomatoes that do not offer sufficiently high nutritional value are turned into animal feed, as are the vines on which they grow. Even the peels and seeds from the tomatoes are re-purposed post-harvest.

The Stevies are given annually by the American Business Awards organization to celebrate the achievements of companies worldwide. On Monday, Lycored's commitment to minimal waste has been recognized with a bronze award for Product Innovation. It will be presented at a virtual ceremony in August.

Zev Ziegler, Head of Global Brand & Marketing, Health, at Lycored said: "Lycored has always believed that we need to make the best possible use of everything nature gives us. From seed to final product, we adopt a holistic philosophy and are committed to minimizing waste. We're absolutely delighted to have been recognized with a Stevie, which is one of the most prestigious awards a company can receive. But while we've done a lot, we're just getting started on our journey."

**About Lycored**

Committed to 'Cultivating Wellness', Lycored, part of Adama Group, is an international company at the forefront of unearthing and combining nature's nutrition potential with cutting edge science to develop natural ingredients and products. Established in 1995 in Israel, Lycored is the global leader in natural carotenoids for food, beverage and dietary supplement products. For more information visit [www.lycored.com](http://www.lycored.com).

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