



17 January 2022

PRESS RELEASE

All health breaks loose: Lycored opens groundbreaking new facility in New Jersey

Lycored has launched a state-of-the-art processing facility in Branchburg, New Jersey, for its carotenoids, vitamins, minerals, amino acids and real food ingredients.

The new plant enables the global wellness leader to maximize the purity, efficacy, and shelf-stability of its ingredients while exponentially increasing output capacity. It provides advanced capabilities for milling, blending, drying, and coating, with extensive opportunities for customization. In addition, the site features an application lab and production line supporting taste application development.

To celebrate the launch, Lycored has created a dedicated microsite along with a “virtual VIP tour” video. The video was developed alongside motion expert Adam Rubin and creative director Matt Bierce and provides an entertaining and educational look around the new facilities.

Shirley Cohen, CEO at Lycored, said: “Our Branchburg facility boasts formidable milling and blending proficiency with state-of-the-art technology. It allows us to optimize nutrient efficacy and bioavailability while providing innovative formulations perfectly tailored to our customers’ requirements. When you prioritize quality at every step of the journey, all health breaks loose.”

The Branchburg facility is FDA-registered, cGMP-complaint, and NSF-certified. It is allergen-free, with temperature- and humidity-controlled environments.

Measures to dramatically reduce waste and preserve resources have also been integrated into the new plant. These include a reduced reliance on energy and transportation; AI-powered planting and harvesting systems; and single-solvent tomato oleoresin extraction that reduces water use.

Shirley Cohen added: “For more than a quarter of a century, we’ve been inspired to find new ways to make the most of natural nutrients for supplements and blends. We’ve learned a lot along the way, reinventing and streamlining countless processes to maximize wellness and minimize waste. We’re now excited to share the fruits of that journey in our brand-new, state-of-the-art custom production facility.”

To view the Branchburg Grand Opening microsite, visit: <https://www.lycored.com/grand-opening/>

To view the virtual VIP tour video, visit: <https://vimeo.com/657884289>

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.

Contact

Steve Harman

Ingredient Communications

+44 (0)7538 118079

steve@ingredientcommunications.com