



NEWS RELEASE



## Evolve teams up with FCI to expand nootkatone and valencene sales & marketing in Europe

**16 March 2017 – Evolve** announces that it is teaming up with Paris-based [FCI](#) to expand the European sales, marketing and distribution of its high-purity, sustainably sourced citrus ingredients, [nootkatone](#) and [valencene](#).

Nootkatone is a molecule that gives grapefruit its distinct aromatic scent. It is extracted in minute quantities from the skin of grapefruit and the bark of the *Nootka cypress* tree for a variety of artisanal products. Given its minute presence in the tree bark and grapefruit skin, this supply route results in prohibitively high costs. Evolve's [nootkatone](#) is a high-purity ingredient, free of environmental contaminants and with a traceable and reliable supply chain based on fermentation — the same natural process used to make wine, beer, bread and many other products.

With its trademark aromatic scent of orange peel, Evolve's valencene is produced from the same fermentation process. Like nootkatone, Evolve's [valencene](#) is giving the flavour and fragrance (F&F) industry an alternative, fully traceable and reliable supply chain for this popular citrus ingredient.

**Philippe Faucher** Managing Director of FCI said: "The European market for F&F ingredients is well known for its high standards, particularly for use in personal care, food, and beverage products. We see growing demand for ingredients like Evolve's nootkatone and valencene, and are confident that they will fit well into our portfolio of high-impact chemicals and high added-value molecules."

Evolve Head of Sales & Marketing **Luc Gruner** said, "Teaming up with FCI in Europe represents the next phase in the commercial expansion strategy for our nootkatone and valencene. FCI not only recognises, their distinct value proposition, but perhaps more importantly, has the commercial expertise and distribution network that we need now to start ramping up the sales of these high-purity, sustainably sourced citrus ingredients."

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### **About Evolva**

Evolva solves the supply chain issues of nature through a 21<sup>st</sup> century mix of biotechnology and brewing. We develop, make and sell natural ingredients that provide significant benefits to people in daily life, but whose supply chain issues have limited their use until now. Our flagship ingredients are stevia, nootkatone and resveratrol, but we work on many more, both on our own behalf and with others. To make our world sustainable requires nature and technology to work together as one, and our aim is to play a (small) part in achieving this transformation. We operate internationally. For more information see [www.evolva.com](http://www.evolva.com). Questions about our approach? Have a look at [our video](#).

### **About FCI**

The [FCI team](#) of seasoned professionals has served our worldwide flavor, fragrance and pharmaceutical clients for more than 30 years and is well equipped to handle your fine ingredients needs. FCI provides sales, customer service, quality control, regulatory, warehouse and distribution services along with a substantial inventory of products. FCI is the French subsidiary of Apiscent labs, formerly Fontarôme Chemical Inc.

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