

Oktoberfest gets under way around the world and LANXESS' technology is involved

### Velcorin takes care

**Cologne** – The world's biggest public fair will take place once again at the *Theresienwiese* in Munich from September 20 until October 5. Yet the bartenders in the famous tents on the festival grounds in Munich won't be the only ones serving drinks once the 181st Oktoberfest has kicked off. Oktoberfest is now celebrated all around the world – and not just with the special festival beer produced by the six tradition-rich Munich-based breweries. Beer mixes known as shandy in English, and as “Radler“ or “Alsterwasser” in German, are becoming more and more popular. And Velcorin technology from LANXESS is increasingly being used to maintain the drinks' quality and original fresh taste.

In addition to the conventional fifty-fifty mix of beer and carbonated lemonade, there are now countless further beer mixes – such as cola or energy drink variations. According to the Federal Statistics Office, volume sales in this fast-growing beverage category rose by 9.7 percent year-on-year in Germany in the first half of 2014.

For this expanding market, LANXESS offers the cold sterilization product Velcorin for microbiological stabilization. Among other advantages, this process obviates the time-consuming and energy-intensive pasteurization of filled bottles or the use of persistent preservatives.

At the EBC (European Brewery Convention) Symposium 2014, which took place in Vienna at the beginning of September, Paul Marquardt presented Velcorin technology to interested parties from the European brewing industry. Says Marquardt, who serves as head of Technical Support in the Beverage Technology business line of LANXESS' Material Protection Products business unit: “Several German breweries already rely on Velcorin technology from

#### LANXESS AG

Contact: Ilona Kawan  
Corporate Communications /  
Trade & Technical Press  
50569 Köln  
Germany

Phone: +49 221 8885-1684  
Fax: +49 221 8885-4865  
Ilona.kawan@lanxess.com

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## News Release

LANXESS for their beer mixes, and we are registering rising interest from internationally active companies.”

LANXESS has successfully marketed Velcorin for beverage production for many years. This specialty product is used in non-alcoholic soft-drinks, wine and cider to satisfy producers' high microbiological safety standards. Following its addition to a beverage, Velcorin (DMDC – dimethyl dicarbonate) quickly breaks down into tiny amounts of methanol and carbon dioxide – natural components that are already present in many drinks. As a result, the product does not affect the beverages' taste, smell or color.

For detailed information, see the internet site [www.velcorin.com](http://www.velcorin.com).

LANXESS is a leading specialty chemicals company with sales of EUR 8.3 billion in 2013 and about 16,900 employees in 31 countries. The company is currently represented at 52 production sites worldwide. The core business of LANXESS is the development, manufacturing and marketing of plastics, rubber, intermediates and specialty chemicals. LANXESS is a member of the leading sustainability indices Dow Jones Sustainability Index (DJSI World and DJSI Europe) and FTSE4Good as well as CDP's Climate Disclosure Leadership Index (CDLI).

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### **Forward-Looking Statements.**

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### **Information for editors:**

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You can find further information concerning LANXESS chemistry in our WebMagazine at <http://webmagazine.lanxess.com>.

### **LANXESS AG**

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Germany

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Ilona.kawan@lanxess.com

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