

## Nutrition Ingredients Wins Award

BASF's Nutrition Ingredients business unit has been presented with an Excellence Award by the trade journal *Beverage Industry* for its image campaign "We add quality to the world of nutrition". The award is presented each year to the ten advertising features with the highest recognition value amongst readers. BASF came first in this. The image campaign featured a stylized



map of the world built up using BASF products for human and animal nutrition, showing the different continents in different colors.

To analyze the effect of advertisements, the trade journal *Beverage Industry* carries out an online survey of its readers once a year on the basis of the February issue. Primarily, the survey assesses how many respondents remember the advertisements after reading the journal (recognition) and, in addition, how many of them have read the advertising text that goes with the advert. Out of the total of

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39 motifs assessed, BASF's advertisement "We add quality to the world of nutrition" achieved outstanding results in both categories.

"With 83 percent, BASF had the highest recognition value in our study", said Steve Pintarelli, editor of Beverage Industry. "With our image campaign, we want to show clearly that our customers can rely on the consistently high overall quality of our products, wherever they are in the world", said Dr. Martin Jager, manager of the Nutrition Ingredients global business unit. "Naturally, we are delighted that the readers of *Beverage Industry* gave such high ratings to our campaign, which first appeared in fall 2007. This is clear proof that BASF is a fixed element in the 'world of nutrition'".

#### **Nutrition Ingredients**

BASF's Nutrition Ingredients business unit is a leading supplier of food ingredients and feed additives. The product portfolio for human nutrition includes vitamins, carotenoids, omega-3s and others. BASF offers products of outstanding quality produced with modern, state-of-the-art technologies. BASF also combines technical services and scientific expertise to meet the highest demands and to deliver the best value to the industry. Premium formulations are a key strength that has made BASF a leader in the industry. Further information is available under [www.nutrition.basf.com](http://www.nutrition.basf.com) and [www.nutrition-ingredients.basf.com](http://www.nutrition-ingredients.basf.com)

#### **About BASF**

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from oil and gas to chemicals, plastics, performance products, agricultural products and fine chemicals. As a reliable partner BASF helps its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF has more than 95,000 employees and posted sales of almost € 58 billion in 2007. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).