



Niutang Teams Up with Viachem to Extend Sweetener Sales

Brea, California, November 11, 2008—Global sweetener manufacturer Niutang Chemical and Viachem, Ltd., a major specialty chemicals distributor, have formed a strategic partnership to extend Niutang's reach in the United States. Through its relationship with Viachem, Niutang will be able to meet the growing demand for its sucralose and aspartame by small- and mid-sized food and beverage companies.

Niutang is a leading global manufacturer of food additives, pharmaceutical intermediates and curing agents. Niutang has teamed up with Viachem because both companies share a strong commitment to quality, integrity and excellent customer service.

"Like Niutang, Viachem has built an outstanding reputation for reliably meeting the needs of its customers," said Linda Lin, U.S. Niutang general manager. "That dedication is important to us. With Viachem, customers will experience the same world-class service Niutang is known for while working with their local distributor."

After exporting sweeteners to North America for more than 10 years, Niutang became the first Chinese sweetener manufacturer to establish a U.S. operation when it opened its California office in 2003. With experts in marketing, technical support, and quality assurance positioned close to its customers in the U.S. and Canada, Niutang's sales growth has accelerated each year.

"Our customers expect top quality and depend on reliable supplies, and Niutang is exactly the type of supplier they want," says Mike Efting, president of Viachem. "Niutang's aspartame and sucralose sweeteners are known worldwide for their excellent quality at a great value. We are proud to partner with Niutang as it further enhances our ability to meet our customer's needs with competitively-priced products of the highest quality."

About Niutang

Niutang Chemical is one of the world's leading manufacturers and distributors of food additives, chemicals and pharmaceutical intermediates that are instrumental to food, beverage, pharmaceutical, nutraceutical and industrial products. Established in 1969, Niutang's commitment to producing the highest-quality food additives at competitive prices has ensured its rapid growth into a leading global manufacturer of aspartame, folic acid, and more recently, sucralose. The company is certified in meeting the most stringent U.S. and European manufacturing, compliance and quality benchmarks. Based in China, Niutang also has sales and quality control operations in the United States and Europe that support its strong focus on quality, integrity and customer service. Its web site is www.niutang.com.

ABOUT VIACHEM, LTD

Viachem serves customers nationwide using a sophisticated marketing and sales model that helps manufacturers increase their customer base. Viachem's services to chemical purchasers include third party verification and quality control as well as formulation assistance and competitive pricing for specialty chemicals used in a wide range of industries. The company is headquartered in Plano, Texas. Its web site is www.viacheminc.com

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