



For Immediate Release

Louis Dreyfus Company Successfully Develops a New Product made from NFC Orange Juice, With Reduced Sugar and Higher Fiber Content

Rotterdam, The Netherlands, November 17, 2022 - Louis Dreyfus Company B.V. (LDC) announced today the successful development of a new product made from not-from-concentrate (NFC) orange juice, presenting a 30% reduction in natural sugar content and more than triple dietary fiber content, while preserving original taste (Brix value) and vitamin C level.

Further to a five-year research effort by the Group's in-house R&D laboratory team of food engineers, chemists and biotechnologists in Bebedouro, São Paulo State, Brazil, LDC has developed a successful process to reduce sugar content in orange juice, in line with the company's commitment to offer nutritious, high-quality juices that address growing consumer demand.

"Complementing our extensive portfolio of juices and ingredients from Brazilian-grown citrus fruits, this new product represents another positive step in LDC's strategy to diversify revenue through value-added products, including specialty ingredients and products like this one," said Juan José Blanchard, LDC's Global Head of Juice. "Leveraging our global network and partnerships, LDC aims to bring this new product to the global market in collaboration with leading beverage industry players, contributing to the advent of healthy, nutritious juice product options that respond to consumer expectations, while continuing to invest in R&D activities targeting further reductions in sugar content."

Although commercial roll-out is initially focused on Asia Pacific, with an initial launch planned in early 2023 in China, the new product is available to industry customers worldwide, including in Europe, North America and South America, where the Group sees growing consumer demand for healthy, nutritious, great-tasting diet options.

Please visit ldc.com/product/fruit-juice/ for more information.

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About Louis Dreyfus Company

Louis Dreyfus Company is a leading merchant and processor of agricultural goods, founded in 1851. We leverage our global reach and extensive asset network to serve our customers and consumers around the world, delivering the right products to the right location, at the right time - safely, reliably and responsibly. Our activities span the entire value chain, from farm to fork, across a broad range of business lines (platforms) including Grains & Oilseeds, Coffee, Cotton, Juice, Rice, Sugar, Freight, Carbon Solutions and Global Markets. We help feed and clothe some 500 million people every year by originating, processing and transporting approximately 80 million tons of products. Structured as a matrix organization of six geographical regions and nine platforms, Louis Dreyfus Company is active in over 100 countries and employs approximately 17,000 people globally. For more information, visit www.ldc.com and follow us on [Twitter](#), [LinkedIn](#) and WeChat (ID: we_are_ldc).

Media Contacts

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