

# News Release

P278/20e  
September 01, 2020

## **New BASF fragrance ingredient Velberry: A fruity-sweet innovation**

Ludwigshafen, Germany, September 1, 2020 – BASF Nutrition & Health has brought Velberry™, a new, fresh and fruity-sweet fragrance, on the market. Velberry is the first substance developed jointly by BASF and its innovation ecosystem partners for the broad market.

BASF has formed the "Virtual Innovation Ecosystem", combining its own expertise in chemistry, regulatory matters and research & development with the strengths of its perfumery and formulation partners. This collaborative approach accelerates the development of new substances for the fragrance market. There is a high demand among perfumers for new fragrances in order to continuously provide consumers with new fragrance profiles for example in personal care products such as shampoos and body lotions. These new products have to give perfumers more freedom in terms of fragrance creations while meeting growing demands for sustainability, product safety and supply reliability at the same time.

Bringing innovative products to market is time consuming, cost-intensive and involves complicated regulatory efforts and financial risks. Only a few companies in the market have the resources needed for the tedious research and development work involved, which is why BASF founded the innovation ecosystem.

“With Velberry, we have succeeded not only in meeting our customers' desire for new substances to differentiate their fragrances, but also in meeting the growing demand for sustainable alternatives - all at an attractive price,” says Steffen Götz, head of the BASF Aroma Ingredients division.

The experts search through the entire palette of BASF chemicals for molecules suitable for use as fragrances. The large number of potential candidates calls for a strict selection and prioritization process.

"We ask for feedback from perfumers, jointly evaluate the substances and then develop the most promising candidates. Our pipeline is filled and additional innovations are already on the way," says Ralf Pelzer, head of the New Business Development unit at BASF Aroma Ingredients.

#### **About BASF's Nutrition & Health division**

BASF Nutrition & Health provides a comprehensive product and service range for human and animal nutrition, pharmaceutical, bioenergy and flavor & fragrance industries. With our science-driven portfolio, we address customers in globally growing markets to meet the demands of an expanding world population. Together with our customers, we play an active role in enhancing the nutrition, health and wellbeing of consumers all over the world. Our products fulfill the highest safety, regulatory and sustainability standards. BASF Nutrition & Health operates sites in Europe, North America, South America and in Asia-Pacific. For more information, go to [www.basf.com](http://www.basf.com).

#### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2019. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).