

PRESS RELEASE

For immediate release

## Videka - Joint Venture Between Diana Pet Food and Kalsec®

ELVEN, FRANCE & KALAMAZOO, MICH, USA. - The story of pet food begins with a love and devotion. Pet parents want the best for their furry family member. They want to know that the choice they are making will keep their animals protected and healthy. To create the best options available, two leading companies, Kalsec, Inc and Diana Pet Food, are coming together in a joint venture, Videka, to produce the best natural antioxidant solutions for the pet food industry.

Diana Pet Food is the global leader and pioneer of high value solutions improving pets' well-being and owners' satisfaction. Kalsec is the leader of naturally sourced antioxidants and rosemary extracts.

Videka will feature a history of innovation in palatability and in pet behavior understanding with Diana Pet Food, and oxidation management expertise with antioxidants sourced from rosemary through Kalsec. Videka will provide customized, natural solutions for pet food protection, supported by world-class research and development, sensory and analytical capabilities.

"Kalsec, a family-owned company, is expanding through this joint venture with Diana Pet Food. Together we see companion pets and the positive role that pets play in people's lives. We believe we can provide a better outcome for a pet's wellbeing. Together we see an economical, clean label, plant-based antioxidant that is based on strong science and sustainability," said Dr. Scott Nykaza, CEO, Kalsec.

"Through this joint venture Diana Pet Food continues to answer the growing demand for safe and natural pet food. Both companies share a strong commitment to customer services with responsiveness and transparency as core values. The future of Videka will be driven by a shared culture of innovation and creativity," said Bertrand de Launay, Diana Pet Food President. Further information is available at [www.videkapetfood.com](http://www.videkapetfood.com).

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### About Kalsec

Kalsec captures the best nature has to offer by providing innovative spice and herb flavor extracts, colors, antioxidants and advanced hop products. Trusted since 1958, Kalsec is committed to providing value to the food, beverage and pet industries for the next 100 years. Headquartered in Kalamazoo, MI USA, Kalsec has facilities in North America, Europe and Asia.

Further information is available at [www.kalsec.com](http://www.kalsec.com).



### About Diana Pet Food

Diana Pet Food, part of Diana, is the global leader and pioneer of high value solutions improving pets' well-being and owners' satisfaction. The business unit provides multiple products and services improving pet food palatability, pet health, pet food protection and develops innovative scent & care solutions for the pet care market. Diana Pet Food is present on five continents with 1050 employees, 17 industrial sites, 18 sales offices and three expert measurement centers with 950 cats and dogs.

Diana, Nutrition Division of Symrise, is a world leader in natural-ingredient based nutrition and well-being solutions for the agro-food sector. Its product range breaks down into three businesses – Food, Pet Food, and Aquaculture – which cover four fields of expertise: taste, health and nutrition, color and food protection. The division, which reached sales of approximately €630 million in 2018, is represented in 25 countries with 2,300 collaborators working at more than 60 locations.

Further information is available at [www.diana-petfood.com](http://www.diana-petfood.com).

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