

NEWS RELEASE

Teijin to Boost **BARLEYmax™** Super Barley Marketing in Europe

Tokyo, Japan, September 6, 2023 --- [Teijin Limited](#) announced today that it has signed an agency contract with [Garzanti Specialties S.p.A.](#), a historical Italian distributor company active in food ingredients and food supplements, to sell Teijin's highly nutritious [BARLEYmax™](#) super barley in Europe.

Utilizing Garzanti Specialties' sales channels mainly in Italy, Teijin aims to encourage local food manufacturers to adopt **BARLEYmax™** in place of conventional barley, mainly for use in breads, cereals, beverages and other healthy food products. Teijin will also seek opportunity to use **BARLEYmax™** in Italian-originated food such as pastas and pizzas. Going forward, Teijin expects to expand its sales channels in countries such as France, Germany and the Netherlands to enhance its presence in the European market for functional food ingredients.



Garzanti Specialties S.p.A.



BARLEYmax™

BARLEYmax™ has nearly 40 times more dietary fiber than white rice, compared to just 15 times more for rolled barley. It contains dietary fibers such as fructan, β -glucan and resistant starch, each of which enters the intestine at a different digestive rate to provide food for good bacteria. **BARLEYmax™** also contains iron, zinc, niacin and vitamin B6, all typically lacking in modern diets. Furthermore, **BARLEYmax™** offers an excellent nutritional balance and contains less sugar than other grains, according to data cited in the Standard Tables of Food Composition, part of the Japanese Food Labeling Standards. **BARLEYmax™** had a mild taste, neither bitter nor harsh, and is more savory and sweeter than general barleys. It also is virtually odorless. With so many benefits, it is increasingly being adopted for use in cooked rice, cereals, confectionery and breads in Japan and other parts of Asia as well as in countries of other regions where health consciousness is rising, such as the United States and Australia. **BARLEYmax™** was developed in Australia by the national science agency, the [Commonwealth Scientific and Industrial Research Organisation](#) (CSIRO).

In Europe, barley has been popular in history of food culture and widely used in breads and cereals. Based on data from industry reports, research by Teijin indicates that compared to Japan, Europe's barley demand is about 15 times greater for cereals and about 30 times greater for breads. Furthermore, European sales of breads and cereals containing dietary fiber are rising due to increasing health consciousness and demand for high-performance food ingredients rich in dietary fiber.

Given that conventional barley has a distinctive taste that is not to everyone's liking, Teijin is assertive that Europe represents a highly promising market for the abundant dietary fiber, excellent nutritional balance and relatively sweet taste of *BARLEYmax*[™]. Backed by the confidence and preliminary researches, Teijin signed an agency contract with [Emilio Peña S.A.](#) (EPSA), a Spanish manufacturer, importer and distributor of food additives and ingredients, to enter European market in June 2022 and now *BARLEYmax*[™] is evaluated by several Spanish and Portuguese food manufacturers for use in breads and cereals.

About Garzanti Specialties

Garzanti Specialties started in 1921 and has now recently completed 100 years of trading. Its founder, Aldo Garzanti, also lent his name to the publishing house which, under the guidance of his son Livio in the decades following the Second World War, has become one of the top and most prestigious in terms of cultural contributions both in Italy and across Europe. In the same vein, Garzanti Specialties has been synonymous with excellence for a century in the distribution of products for industry. For decades it has been a privileged partner of transglobal companies that rely on its competence and willingness to learn to ensure their cutting-edge products and technologies reach throughout the Italian market. Having consolidated its experience in the most diverse of industrial sectors, since the turn of the millennium it has focused its beliefs and investment more determinedly in the sectors that have a direct impact on people's well-being, animal health, quality of life and the environment. Thanks to its profound technical and commercial expertise, today Garzanti Specialties researches, validates and distributes not only a wide range of products in its traditional sectors, but also the ingredients for richer, healthier, and balanced nutrition for both humans and animals.

Visit <https://www.garzantispecialties.com/>

About the Teijin Group

Teijin (TSE: 3401) is a technology-driven global group with two core businesses: high-performance materials and healthcare solutions. Established in 1918 as Japan's first rayon manufacturer, Teijin today comprises some 170 companies employing 20,000 people in 20 countries. Through "Human Chemistry, Human Solutions," Teijin relentlessly strives to aims to be a company that supports the society of the future by protecting the global environment and addressing the needs of people and communities. Teijin posted

consolidated sales of JPY 1,018.8 billion (USD 7.6 billion) and total assets of JPY 1,242.4 billion (USD 9.2 billion) in the fiscal year ending March 31, 2023.

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