

**FOR IMMEDIATE RELEASE**

**Media Contact:** Colleen Was  
(716) 693-4040  
[cwas@solvaira.com](mailto:cwas@solvaira.com)

## **Solvaira to offer VIDOFIBRES BF Sugar Beet Fiber**

**North Tonawanda, NY October 5, 2017** – Solvaira Specialties has announced that it will now be offering VIDOFIBRES BF Sugar Beet Fiber products. Solvaira recently entered into an agreement with UNIPEKTIN Ingredients AG of Switzerland to be the exclusive distributor of VIDOFIBRES BF in the USA, Canada and Mexico.

VIDOFIBRES BF is a high-quality sugar beet fiber produced from 100% Swiss natural sugar beet pulp after extraction of the sugar. Sugar beet fiber is a naturally gluten-free, multifunctional dietary food ingredient that provides moisture retention and texture to baked goods, meats and other food products. VIDOFIBRES BF is non-GMO, GRAS, USDA approved in meats & poultry, and HPB approved in Canada. High moisture retention makes bakery products fresher and softer longer while making meat products juicier and reduces cook loss.

Information regarding samples and pricing can be obtained by contacting Solvaira Specialties at (888)698-1936, [info@solvaira.com](mailto:info@solvaira.com) or by contacting your local distributor.

### **About UNIPEKTIN Ingredients AG**

UNIPEKTIN Ingredients AG, ([www.unipektin-ingredients.ch](http://www.unipektin-ingredients.ch)) based in northern Switzerland, produces natural Food Ingredients but also offers additional services. The registered trademarks VIDO GUM, VIDO GEL and VIDO CREM are recognized worldwide as top quality galactomannans and as a synonym for innovation and technology.

### **Solvaira Specialties, a leader in Fiber Supply**

Solvaira Specialties ([www.solvaira.com](http://www.solvaira.com)) is one of the world's largest manufacturers of Fiber for the Food, Health and Specialty markets. Solvaira currently operates facilities in Urbana, OH; North Tonawanda, NY; Nitro, WV; Cumberland, MD; Bell, CA; Keokuk, IA and Temse, Belgium. The products manufactured at these facilities are sold under several trademarks including Solka-Floc®, JustFiber®, FI-1®, Keycel® and Alpha-Cel®.