

5802059a

May 2011

**BENEO makes its first appearance  
at this year's Eurovision Song Contest!**

BENEO, one of the leading manufacturers of functional ingredients, has achieved an industry first this weekend – by appearing with other stars of the Eurovision Song Contest!

At a star spangled gathering of over 2,500 guests at the Eurovision Song Contest welcome party by the mayor, Dirk Elbers, in Dusseldorf, BENEO helped get the festivities started by sponsoring the creation of the immense cake that was baked to celebrate the event. In addition, the company's popular ISOMALT sugar replacer was used to decorate the Eurovision Song Contest's heart shaped logo.

Created by highly experienced pastry cook and sugar artist Georg Maushagen, from his Dusseldorf based Café & Zuckerbäckerei, the cake measured over one metre in diameter and weighed 120kg. The cake creation and sugar sculpture helped welcome the Eurovision Song Contest back to Germany, for the first time in more than 25 years.

Georg Maushagen comments: "I chose to use BENEEO's ISOMALT on the heart shaped Eurovision Song Contest logo as it can be sculpted like sugar, yet is more stable and not sticky because it doesn't absorb humidity. Also it supports brilliant colours and can be polished to shine like glass. Its long-lasting technical properties were essential for this project, as the sculpture is to be on show at Dusseldorf's City Hall until mid-May."

Jens Böhm, Commercial Managing Director at BENEEO-Palatinit, comments: "We are delighted to have got the chance to support the Eurovision Song Contest, especially as it is taking place in Germany, the "homeland" of BENEEO's ISOMALT. We wish all 43 nations luck at the event, but being German, I am putting my money on Germany to win this year again!"

For further information on BENEEO and its ingredients, please visit: [www.beneo.com](http://www.beneo.com)

For further information on Georg Maushagen and his team, please visit: [www.maushagen.de](http://www.maushagen.de)

**- ENDS -**

The **BENEEO** product portfolio consists of functional ingredients with nutritional and technical advantages, derived from chicory roots, beet sugar, rice and wheat. BENEEO is the ideal partner to help improve the health (weight management, energy for mental & physical performance, digestive, bone and dental health), taste, texture and nutritional value (fat and sugar replacement/fibre enrichment) of a product. Through a unique chain of expertise, including the BENEEO-Institute, BENEEO actively supports (industry partners in) the development of more balanced and healthy food products.

**BENEEO** is a division of the Südzucker Group, employs almost 900 people and has production units in Belgium, Chile, Germany and Italy.

[www.BENEEO.com](http://www.BENEEO.com)

For further press information, please contact:

Catherine Hamou, Beth Milsom or Jo Kent at Publicasity

Tel: +44 1442 261199

Email: [BENEEO@publicasity.co.uk](mailto:BENEEO@publicasity.co.uk)

For further information please contact:

Tim Van der Schraelen, Marketing Communication Manager BENEEO

Aandorenstraat 1, 3300 Tienen, Belgium, Tel: +32 16 801 301, Fax: +32 16 801 308

Email: [tim.vandersschraelen@beneo.com](mailto:tim.vandersschraelen@beneo.com)