



Batory Foods Launches Sweetener-focused Business Unit, Batory Sweetener Solutions

New business unit will have significant focus on sugar reduction; industry veteran Jessica Zielinski tapped as VP & General Manager.

Rosemont, IL – **Batory Foods**, a national distributor of food and fine ingredients, is capitalizing on its recent growth in the sweeteners sector by generating a business unit focused on customer solutions. The new entity, **Batory Sweetener Solutions**, comes on the heels of Batory Foods' acquisition of Savannah-based Sweetener Solutions in early 2022.

Batory Sweetener Solutions will be dedicated to any and all initiatives surrounding food & beverage sweeteners, from conventional ingredients and low-sugar alternatives to precision blending and custom formulation. The business will incorporate unique sugar reduction technologies and innovative ingredients that empower customers to simplify the sweetening process through Batory's extensive portfolio and customization capabilities. In doing so, Batory aims to capitalize upon opportunities created by an industry-wide shift toward sugar reduction efforts that don't sacrifice taste, texture, formulation ease or health benefits.

Sugar reduction advocacy and execution will be front and center for the new business unit, which aims to meet discouraging rates of excess sugar consumption in America with viable, ingredients science-based solutions. According to the American Heart Association (AHA), the average American adult consumes 77 grams of sugar per day, more than three times the recommended amount. Fortunately, recognition is increasingly widespread, as the AHA also reports that seven out of ten people are willing to substitute a favorite snack for a lower-sugar alternative.

"Through Batory Sweetener Solutions, Batory Foods is eager to support customers in making a meaningful impact on healthier food and beverage products through more and better-tasting lower-sugar options," said Vince Pinneri, President at Batory Foods. "As a prominent and ever-growing player in the sweeteners and sugar reduction spaces, we see it as our corporate responsibility to help alleviate a substantial public health problem, while supporting our customers to offer great products to their consumers."

Heading up Batory Sweetener Solutions will be Jessica Zielinski, whose appointment follows a successful two-year stint as Batory Foods' Director of Sales. Ms. Zielinski has extensive

experience in the food ingredients sector, including a decade-long, upwardly-mobile tenure with Tate & Lyle and, before that, applications science roles elsewhere in the industry. Combined, Ms. Zielinski brings to her new leadership role a multi-disciplinary background spanning technical applications, product management, sales and business development.

“Our exponential growth in the sweeteners space over the past few years brought us to this very satisfying place – one where our sweeteners capabilities called for its own dedicated cornerstone of our business,” continued Mr. Pinneri. “As Batory Sweetener Solutions launches and matures, we will continue to broaden our ingredient offerings and capabilities in the sweetener realm, aligning with key consumer trends in sugar reduction and replacement – all while meeting mounting sugar consumption concerns with innovative, palate-pleasing solutions.”

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About Batory Foods

Founded in 1979, Batory Foods is a national sales and supply chain management solutions provider offering a full portfolio of high-quality food ingredients to food, beverage and nutraceutical manufacturers throughout the United States. The company connects leading food ingredient producers to well-regarded food & beverage brands. Batory operates a national system of warehouses and distribution centers for quick and efficient product delivery.

For more information, visit www.batoryfoods.com or [Batory SmartBoards](#), a dedicated site with insights, tools and resources for food, beverage and nutraceutical professionals.