



FOR IMMEDIATE RELEASE

## Bifodan Awarded by Confederation of Danish Industries

*Copenhagen, Denmark / New Jersey, USA, September 21<sup>st</sup> 2017:* Bifodan A/S has today been awarded by the Confederation of Danish Industries, Capital Region, with the Award of Initiatives for business strategy, financial growth and global expansion. The Confederation of Danish Industries recognizes enterprises that, through focus, dedication and perseverance in innovation, technology and education, contribute to significant economic growth in the region.

Bifodan receives the Award of Initiatives because the company has demonstrated diligent strategic focus on probiotic dietary supplements. In alignment with unprecedented growth in the probiotic market, the management of Bifodan has adjusted business strategy, expanded its manufacturing capacity in Denmark and trained and educated employees to prepare for continued growth.

Chairman of Confederation of Danish industries, Mr. Poul Skadhede congratulates Bifodan, stating that the Board of Directors unanimously voted Bifodan as the award winner. 'By translating your core competencies into a clear value proposition that is meaningful and adds value to your customers, you have succeeded in growing your business significantly'. Skadhede continues. 'Your FASTMELT probiotic dosing format is an excellent example of innovation for growth that has positioned Bifodan in the global market for probiotic supplements'.

In his address to employees during the awards ceremony, President and CEO of Bifodan A/S, Mr. Steen Andersen said: 'It is an honor to be recognized by the Confederation of Danish Industries today. Being part of a business transformation like Bifodans is exciting in itself; knowing that it is to the benefit of employees and consumers globally is extremely rewarding.'

For further information please contact:

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*Bifodan A/S develops and manufactures probiotic turnkey solutions for private label customers worldwide. Based just North of Copenhagen, Denmark, Bifodan delivers clinically documented, high quality probiotic products, manufactured at our GMP approved production facility. Bifodan has a long history in probiotic bacteria, as the company was founded by the first Danish dairy to isolate the lactobacillus acidophilus bacteria in 1938. Bifodan has been dedicated to research and development of probiotic nutritional supplements since 1992. Please visit [www.bifodan.com](http://www.bifodan.com).*