



## Niutang Named Producer Partner of the Year by Viachem

Brea, California, July 28, 2010 — U.S. Niutang Chemical Inc, a subsidiary of [Niutang Chemical](#), has been awarded the 2010 Viachem Producer Partner of the Year. [Viachem Ltd](#), a specialty chemical distributor, conducts sales and marketing for Niutang's [full line of high intensity sweeteners](#) in the U.S. and Canada, including the company's newest product, Niutang Liquid Sucralose.

Viachem President and Founder Mike Efting presented the award to Licheng Wang Jr., General Manager of Niutang Chemical, at a dinner at the [International Food Technology \(IFT\) Annual Meeting and Food Expo](#) in Chicago on July 18, 2010.

"Niutang has proven to be an outstanding partner by demonstrating a high level of dedication and interest in our success," Efting stated. "Their strong commitment to high quality sweeteners and customer service mirrors that of Viachem and has been instrumental in the growth of our business. I am pleased to recognize Niutang as Viachem's Producer Partner of the Year and present them with this award."

In accepting the award, Wang said, "Our relationship with Viachem has been beneficial to both companies. With Viachem's assistance, we have been able to grow our sweetener business in the U.S. and Canada by 36 percent since 2008. Niutang Liquid Sucralose is now being launched with Viachem's sales and marketing support. I am proud to accept this award on behalf of the entire Niutang team, and look forward to our ongoing partnership and continued success."

For inquiries regarding Niutang high intensity sweetener sales in the U.S. and Canada, please contact [sales@niutang.us](mailto:sales@niutang.us) or [info@viacheminc.com](mailto:info@viacheminc.com).

### About Niutang

[Niutang](#) is one of the world's leading manufacturers and distributors of food additives, chemicals and pharmaceutical intermediates that are instrumental to food, beverage, pharmaceutical, nutraceutical and industrial products. Established in 1969, Niutang's commitment to producing the highest quality food additives at competitive prices has ensured its rapid growth into a leading global manufacturer of aspartame, folic acid, and more recently, sucralose. The company is certified in meeting the most stringent U.S. and European manufacturing, compliance and quality benchmarks. Based in China, Niutang also has sales and quality control operations in the United States and Europe that support its strong reputation for integrity and customer service. The company's website is [www.niutang.com](http://www.niutang.com).

## **About Viachem Ltd.**

Founded in 2006, [Viachem Ltd.](http://www.viacheminc.com) serves a growing portfolio of international chemical producers by offering exclusive sales and marketing representation for specialty and fine chemicals to customers throughout North America. Viachem specializes in the food and beverage, personal care, paints and coatings, industrial and household cleaners, specialty waxes, pharmaceutical, nutraceutical and cosmeceutical industries. The company is headquartered in the Dallas suburb of Plano, Texas, and maintains warehouses throughout the United States. The company's website is <http://www.viacheminc.com>

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