



## **New Name, Same Incredible Caramel Colors**

Our name has changed to SETHNESS ROQUETTE because we have taken the strong values of one family-owned business and combined them with another.

Like Sethness, Roquette has a tradition steeped in nature: Roquette is a global leader in plant-based ingredients and a pioneer of new vegetal proteins. It was started by two brothers in France in the 1930s, 50 years after the Sethness family began making the highest-quality caramel colors in the world.

To ensure that we remain committed to the caramels business, SETHNESS ROQUETTE operates as a strong and independent unit within Roquette. While our name has changed, the quality of our products and the service we provide our customers remain just as you have come to expect from the worldwide leader in Caramel Color.

### **New Name, Same Outstanding Service**

**You will experience “business as usual” with your existing Account Manager, Customer Service and Technical contacts.**

The new name also gives us the opportunity to better support our global customers with one unique identity around the world, and a more structured approach to Global Account Management. This way, SETHNESS ROQUETTE becomes one of the very few Caramels suppliers with a global industrial footprint.

## **A Natural and Sustainable Partnership**

The Sethness brand has worldwide recognition and a reputation as the top-tier Caramel Color leader. That tradition continues to evolve as part of Roquette, which addresses current and future societal challenges by unlocking the potential of nature to offer the best ingredients for food, nutrition and health markets.

So while our name and our logo may have evolved, at SETHNESS ROQUETTE we will continue to provide our customers and the international markets we serve with innovative Caramel Colors, Caramelized Sugar Syrups, and other Caramel solutions and expanded choices to address current and future consumers’ needs everywhere in the world.

888-772-1880  
mail@sethness.com  
[www.sethness.com](http://www.sethness.com)