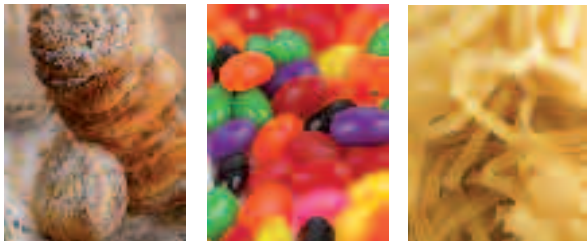


FREQUENTLY ASKED QUESTIONS

**1**

Why change “Fiske Food Ingredients” and its associated trademarks?

- Customers were key stakeholders in our decision. We invested in extensive European market research to appraise our brand performance and positioning. The results emphasised the clear recognition of Fiske’s operational values and its industry expertise. We also gained valuable customer insight which is essential to our future direction and ensures we develop in line with customer needs. As a key part of our corporate strategy, we chose a new brand identity which strongly links the food division with its parent company’s global position.

2

Why did we choose ‘Univar Food Ingredients’?

- Univar Food Ingredients has universal clarity. It describes, in simple words, what we offer to the market, and our industry focus. It further reflects the underpinning value of Univar – a world-leading global distribution network that delivers added-value and innovative solutions direct to the customer’s door.

3

How do you benefit from this change?

The aim of Univar Food Ingredients is to continuously add value to your business and develop new opportunities we do this by offering:

- Efficient delivery in a price-driven market
- Specialist technical support
- Trustworthy source of quality ingredients
- Local customer service and understanding
- Simplified procurement process to save you time and money
- 2000+ food ingredient and processing aids from the world’s most innovative manufacturers
- The benefits of Univar’s world-leading global network

As a result, our customers feel safe, secure, valued and better served.

4

What does the new identity mean?

- Univar is a ‘signature’ – it captures stability, global presence and flexibility.
- ‘Food Ingredients’ highlights our dedication to this industry.

5

What is the brand ‘personality’?

- We simplify our customers’ business by helping them stay in touch – even ahead – of trends, innovations and developments. Univar Food Ingredients is one of the largest distributors in the world, with the widest and most trustworthy range of food ingredients, a state-of-the-art European distribution network and the support of an expert technical service.

6

What is Univar Food Ingredients brand ‘personality’?

- We are multilingual, friendly, professional, reliable and knowledgeable with large organisational resources. This allows us to deliver an outstanding distribution service which meets our customers’ needs.

7

Is the new trademark European or global?

- It is a European trademark. We do however have strong connections with our sister brand which operates as ‘Fresh Ideas Univar Food Ingredients’ in the US and Canada (Univar North America).

8

Does Univar Food Ingredients implementation imply organisational (local or European) change?

No. Your local technical and sales contact remains unchanged.

9

What are the other consequences of the change?

- Invoices and orders as well as other administrative paperwork will be modified in line with the new logo.

10

What does the strap line “European solutions *delivered locally*” mean?

Within the context of our overriding aim – to create added value for our customers and suppliers – Univar's "European solutions *delivered locally*" approach encompasses:

- A serious regard to safety, product stewardship and the environment
- The broadest range of products and outstanding reach
- Key industry expertise
- The knowledge and ability to reduce cost and complexity from the supply chain
- Leadership in innovation

11

Who can tell me more about how Univar Food Ingredients can benefit my business?

- Your local sales and technical expert will be happy to provide you with further information.