

**Media Advisory**

November 21, 2018

**Novel Food Ingredient MGCPQQ™ Now Available in the EU**

*Mitsubishi Gas Chemical names MCLS Europe first distributor for safe, effective cognitive health supplement*

**What:** Mitsubishi Gas Chemical (MGC) has selected MCLS Europe as the first distributor of MGCPQQ in the European Union. MGCPQQ, the powerful, safe and effective supplement for supporting cognitive health function, which is known as BioPQQ® in North America, is now available for purchase throughout Europe. MCLS Europe provides a variety of safe, healthy and functional food ingredients for the food and beverage industry worldwide.

MGCPQQ is the most widely researched and clinically-tested supplement of its kind.

MGCPQQ recently earned registration on the EU's approved list of Novel Foods, which represents a significant opportunity for European food manufacturers to ensure their cognitive health supplement products are safe and effective. It is the only supplement of its kind to earn Novel Foods approval. MGCPQQ is also the only supplement of its kind with NDI notification from the U.S. Food and Drug Administration and GRAS status, enabling it to be included as a food ingredient.

MGC representatives are available to discuss their distributor partnership with MCLS Europe, the benefits of MGCPQQ for maintaining healthy cognitive function and what this means for food manufacturers in Europe.

**Who:** Shoji Matsukawa, general manager, organic chemicals, sales and marketing for Mitsubishi Gas Chemical, and Blair Collins, President of MCLS Europe, are available for media interviews by appointment

**Where:** Health ingredients (Hi) Europe & Natural ingredients (Ni) trade show, Frankfurt, Germany

**When:** Beginning at noon, Tuesday, Nov. 27 through 3 PM, Thursday, Nov. 29