

## Landmark documentary on probiotics features Chr. Hansen

*The most comprehensive TV documentary dedicated to probiotics ever produced includes Chr. Hansen facilities and expert quotes.*

While probiotics are becoming increasingly popular worldwide, few people are properly educated, and many misconceptions still exist surrounding these beneficial bacteria. A new TV documentary which has just been released takes its viewers inside the world of probiotics.

Besides from being a key sponsor of 'Microwarriors: The Power of Probiotics', Chr. Hansen opened its doors for the production team to facilitate footage from its sophisticated probiotic production facilities. Moreover, the documentary features a long-time Chr. Hansen probiotic expert, Brian Peeters.

"This production could really raise general awareness about the role of probiotics in digestive health and overall well-being. Therefore we did not hesitate when we were offered the chance to support and participate in this groundbreaking project," says Chr. Hansen's Sune Schmoelker, Commercial Development Director, Health & Nutrition Division.

"Making 'Microwarriors' required incredible passion and dedication to educating the public about the importance of probiotics to one's overall health and well-being," says David Knight, Executive Producer at Health Point Productions who produced the documentary. "As a major sponsor of the documentary, Chr. Hansen has been critical to seeing 'Microwarriors' from its inception all the way through to its successful completion. It's been a true pleasure working side-by-side with Chr. Hansen's outstanding staff and witnessing their commitment to this project."

"Combining up-to-date medical information, biological animations and insight from recognized probiotic experts, 'Microwarriors' tells the whole story about these friendly bacteria, starting with their discovery in the early 20th century, to how they're tested and produced, plus the latest scientific research. We are proud to have helped bring the documentary to life and we hope that it will support us in moving the market towards clinically documented probiotics," ends Sune Schmoelker.

'Microwarriors: The Power of Probiotics' is now available on DVD and several broadcasters are considering airing it on TV. Please visit [www.microwarriorsmovie.com](http://www.microwarriorsmovie.com) for more information, for ordering a copy of the DVD or for viewing the documentary trailer.

**For further information on this press release, please contact:**

Ulrik Raabjerg Soendergaard, Communications Consultant

Telephone: +45 45 74 71 09

E-mail: [dkurs@chr-hansen.com](mailto:dkurs@chr-hansen.com)

#### **About Chr. Hansen**

Chr. Hansen is a global bioscience company that develops natural ingredient solutions for the food, nutritional, pharmaceutical and agricultural industries. All solutions are based on strong research and development competencies and significant technology investments. Revenue in FY2009/10 was EUR 576 million. The company enjoys market leadership in all its divisions: Cultures & Enzymes, Health & Nutrition and Colors & Blends. There are more than 2,300 dedicated employees in over 30 countries. For further information, please visit [www.chr-hansen.com](http://www.chr-hansen.com).