



Renewable chemicals naturally designed and engineered to deliver the performance that adds value to everyday products

GreenFlame™ Heats Up Ahead of Grilling Season

High-performance, green charcoal lighter fluid secures additional retail commitments and receives pitmaster recognition at premier industry event

Ashland, Virginia and Abingdon, Oxfordshire U.K. (April 11, 2017) – [Green Biologics, Inc.](#), the U.S. subsidiary of Green Biologics Ltd., a U.K. industrial biotechnology and renewable specialty chemicals company, announced today growing retail interest in and positive industry reception for GreenFlame™, a USDA BioPreferred® certified, natural, clean burning fuel. Since its launch earlier this year, the product has garnered multiple retail commitments, including Kroger, Safeway and Bristol Farms, and received high praise at the Hearth, Patio & Barbecue Expo (HPBExpo), an industry-leading event for the grilling and outdoors industries that brings together everyone from novice grillers to award-winning pitmasters.

“We’re very excited about this product, but it’s even more thrilling to see such enthusiasm from the industry, retailers and consumers,” said David Anderson, Global Vice President of Marketing for Green Biologics. “It’s very clear from the interest we’ve received in just a few months that there was a real desire for a product like ours. Consumers are becoming increasingly sustainability-minded, but don’t want to make sacrifices in the performance of their products. With GreenFlame™, barbecuers can achieve all of the same, if not better, performance and taste benefits without the harmful environmental impact, and that is really resonating with shoppers.”

Announced in January, the product is currently rolling out across the country through [Kroger](#), the largest grocery retailer by revenue in the United States. In response to growing consumer demand for green products, other retailers have signed commitments to sell GreenFlame™ on their shelves, including Albertsons’ subsidiary, [Safeway](#), which started offering the product in its 275 Northern California stores last month, and [Bristol Farms](#), an upscale grocery store in Southern California specializing in gourmet, organic and natural foods, which will begin offering the product this month.

Recently, GreenFlame™ was showcased at [HPBExpo](#), the official grilling event of the Hearth, Patio & Barbecue Association (HPBA), the North American industry organization for manufacturers, retailers, distributors, representatives, service firms, and allied associates for all types of barbecue, patio and hearth appliances, fuels, and accessories. The product was demonstrated to the 6,000 individuals in attendance, with more than 1,000 people taste testing burger samples made using the lighter fluid. Resulting feedback was overwhelmingly positive, with a large majority of testers claiming the burger samples made using GreenFlame™ tasted noticeably better than those grilled with traditional lighter fluid.

Among the testers was three-time world champion pitmaster, Loren Hill. Hill was one of three Kansas City Barbeque Society champion pitmasters judging the show’s annual barbecue cook-off, and among the two out of three judges to name GreenFlame™ a top product at the show.

“I had a chance to use GreenFlame™ at a demonstration earlier this month at [The Kansas City BBQ Store](#),” said Hill. “It definitely met and exceeded my expectations.”

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To learn more about GreenFlame™, visit the newly launched website at <http://www.greenflame.com/>. To learn more about Green Biologics, please visit www.greenbiologics.com.

About Green Biologics

Green Biologics Ltd (GBL) is a renewable specialty chemicals company based in Abingdon, England with a wholly owned U.S. operating company, Green Biologics Inc., based in Ashland, Virginia. GBL's *Clostridium* fermentation platform converts a wide range of sustainable feedstocks into high performance green chemicals such as n-butanol, acetone, and through chemical synthesis, derivatives of butanol and acetone used by a growing global consumer and industrial products customer base. The platform combines advanced high productivity fermentation with superior-performing proprietary *Clostridium* microbial biocatalysts and synthetic chemistry to produce a pipeline of high value green chemicals with optimal performance in downstream formulations.

Green Biologics was named to the Global Cleantech 100 list of the top Cleantech companies in the world for 2017 and was recently named the best renewable chemical company in the U.K. in the 2016 Clean Energy Awards.

Green Biologics is transforming the global specialty chemicals market, providing its customers with products and technologies that are more sustainable and higher value than petroleum-based alternatives. For more information, visit www.greenbiologics.com.

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