



## **PRESS RELEASE**

# **CIRCA GROUP'S DR SARAH HICKINGBOTTOM INTERVIEW ON BIO MARKET INSIGHTS TV**

**OSLO, NORWAY – 18 January 2022**

Sarah Hickingbottom speaks to Bio Market Insights TV about the company and its products, particularly its bio-based solvent Cyrene(R)

<https://biomarketinsights.com/turning-waste-biomass-into-sustainable-biochemicals/>

### About Circa

Established in 2006, Circa Group converts waste, sustainable biomass into advanced bio-based chemicals with its proprietary Furacell™ process. Its developing product portfolio includes flavours, biopolymers, and solvents including Cyrene™. By creating renewable chemicals from cellulose, Circa is extracting value from non-food, waste biomass and addressing a gap in the market by providing more sustainable alternatives contributing to a circular economy.

[www.circa-group.com](http://www.circa-group.com)

### Media Contact

Amanda Keogh  
GM Sustainability and Marketing  
[amanda.keogh@circa-group.com](mailto:amanda.keogh@circa-group.com)

Kathryn Sheridan  
Sustainability Consult  
[ks@sustainabilityconsult.com](mailto:ks@sustainabilityconsult.com)  
[www.sustainabilityconsult.com](http://www.sustainabilityconsult.com)