



## PRESS RELEASE

# Tereos unveils new Innovation Centre for European customers

**Paris, April 17<sup>th</sup> 2024:** Tereos a leading global player in the sugar, alcohol and starch market is proud to announce the opening of its new Customer Innovation Centre located in Aalst, Belgium. This cutting-edge facility is designed to foster innovation and deepen collaboration with customers, by offering an extensive range of new services, and solidifying its role as a central hub for customer support.

The facility is structured by specialized teams, each one focusing on different areas such as food, industry, paper & cardboard, pharmaceuticals, and cosmetics. It showcases newly established laboratories tailored to each industry, state-of-the-art demonstration kitchen and extensively upgraded analytical technologies.

**Michel Flambeau**, Tereos' Innovation Centre Director said: "We are committed to providing solutions to our customers to develop recipes that meet higher nutritional standards by leveraging our broad product portfolio combining fibres, cereal-based sweeteners and proteins. To make this easier, we have a team of technical experts close to our customers, who are regularly in contact with them to give advice, support and propose future project developments."

**Marion Hoff**, Tereos' Sales Director for Europe, said: "In a marketplace where demands are constantly evolving, the ability to adapt is essential, it's not only about meeting needs but about differentiation! At Tereos, we understand how relevant this is, and this investment underscores our commitment to innovation and product development that will allow our customers to stay ahead of the curve."

Tereos' Customer Innovation Centre delivers an average of 70 annual projects, serving nearly 150 customers and holding 300 active patents to date. Among the services offered at this site we can find:

- **FORMULATION**: Formulating or reformulating food products to boost fibre content and/or reduce calories and sugar content, while enhancing improved nutritional labelling. Analysis on product taste and shelf-life properties, enabling to create new and improve ingredients.
- **PRODUCT DEVELOPMENT**: new food & industrial solution workshops.
- **CONSULTING/ TECHNICAL SUPPORT**: proposals and advice adapted to customer & market needs.
- **TRAINING**: multiple products and applications such as confectionery, chocolates, dairy, bakery, cereal products, extracted food, paper & corrugates board, among others.
- **ANALYTICAL TESTING**: physical measurements, sugar composition, sensory perception, shelf stability.



Tereos' dedicated team of experts, supported by a network of 50 scientists, will ensure customers can innovate and meet the rising consumer demand for healthier and more sustainable products.

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### **About Tereos**

*The Tereos cooperative group, a union of 11,200 cooperative members, has recognized know-how in the processing of beet, sugar cane, alfalfa and cereals. Through 43 industrial sites, a presence in 15 countries and the commitment of its 15,800 employees, Tereos supports its customers close to their markets with a broad and complementary range of products. In 2022/23, the Group posted revenues of €6.6 billion.*

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