

Groot-Bijgaarden, 31 July 2017

Puratos announces the establishment of Puratos Taiwan in August.

Puratos, a leading innovator in the bakery, patisserie, and chocolate industry, will hold 80% of the newly created entity and the historical distributor of Puratos will keep 20%. Puratos Taiwan plans to bring even more quality and value-added ingredients to artisan and large account customers.

“Taiwan is a sophisticated market, very influential in the rest of Northern Asia. Puratos Taiwan will help us expand our geographical footprint.” says Daniel Malcorps, Chief Executive Officer of Puratos.

Puratos Taiwan will provide a wider range of products and services to help artisan and large account channel customers be even more successful with their business.

“We will continue to supply customers with the current products while offering a wider range of Puratos products and services in Taiwan. Our focus is also on offering adequate marketing tools and sales processes to better serve large account channels (retail, industry and food service).” comments Peter Deriemaeker, Market Director Asia Pacific, Middle East and Africa at Puratos.

With more than 30 years of expertise, the historical distributor benefits of a strong network of 4 distribution centres based in Taipei, Zhongli, Taichung and Kaohsiung, and employs more than 50 people.

In order to meet the significant growth opportunities, future investments will follow, including investing in a local R&D team as well as the construction of a local production plant.

Currently, Puratos counts close to 1,300 employees in Asia Pacific with 22 production units in 9 countries.

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About Puratos

Puratos is an international group, which offers a full range of innovative products and application expertise for artisans, industry, retailers and food service customers in the bakery, patisserie and chocolate sectors. Our headquarters are located on the outskirts of Brussels (Belgium), where the company was founded in 1919. Today, our products and services are available in over 100 countries around the world. In many cases, they are produced locally by our subsidiaries. Above all, we aim to be ‘reliable partners in innovation’ across the globe to help our customers deliver nutritious, tasty food to their local communities.

For further information, visit www.puratos.com