

Groot-Bijgaarden, 18 December 2017

Puratos acquires Fruitapeel, an industry-leading fruit and confectionery fillings & sauces manufacturer based in Lancashire



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

Supplying quality ingredients to high profile brands across the retail and foodservice sectors, Fruitapeel Ltd excels in offering bespoke and innovative new product development solutions to its customers.

Fruitapeel Ltd has the expertise and technology to produce chilled, ambient, bake-stable and freeze-thaw-stable products in a wide variety of pack formats.

The acquisition sees the coming together of two businesses that share common values, including a passion for innovation, a commitment to quality and a customer-first approach.

Julia Darvill, Puratos UK's General Manager, comments: *"It gives me great pleasure to announce Puratos' acquisition of Fruitapeel Ltd, which offers a genuine win-win scenario for both businesses and their respective customer bases. Moving forward we will be able to offer a more comprehensive product and service range."*

The acquisition is set to strengthen Puratos' position in the UK bakery industry and enables the company to enhance its offering to existing customers.

Fruitapeel Ltd's facility gives Puratos UK access to a strong manufacturing unit, offering flexibility and impressive speed-to-market credentials. The move also enables Puratos UK to develop its expertise in fruit sourcing and production of preservative-free fillings.

"We welcome the employees and customers of Fruitapeel Ltd to Puratos UK and look forward to working with them to further develop our collective capability," adds Julia Darvill.

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Puratos UK

Puratos UK was founded in 1977.

Its offices and manufacture site are located in Buckingham, Buckinghamshire.

In 2016, the Company unveiled the expansion of their Innovation Centre in Fringford Mill, near Bicester, Oxfordshire. This facility focuses on research into ingredients, process and technologies, development of new applications and training of new and existing customers.

Established in 2006 by Terry Haigh and Debbie Haigh, Fruitapeel employs more than 70 employees.

Terry Haigh comments: *"I could not be happier with what Puratos has to offer for the future of Fruitapeel. Puratos not only bring a wealth of experience, passion and commitment, they also provide the manufacturing experience to compliment a business that has been built on quality and customer service, this is truly an exciting time for the business and our customers..."*

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