

October 2019

## Puratos Malt launches today on signature of Joint-Venture

*Joint-Venture builds on six years' collaboration between Puratos Group and Estonian Malt, which is set to shape the future of wholegrain and sprouted grain markets.*



### 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. Its headquarters are located on the outskirts of Brussels (Belgium), where the company was founded in 1919. Puratos counts over 9000 employees. 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](http://www.puratos.com)

**Brussels, Belgium, 10 October 2019** — Puratos Group and Estonian Malt have today announced the signature of a joint venture agreement launching 'Puratos Malt'. The JV is the result of six years of close collaboration between the two companies, and combines Estonian Malt's expertise in sprouted and fermented wholegrains with Puratos' business insights and distribution network.

The business purpose of Puratos Malt is the production, sale and distribution of malt flours and sprouted grains for the professional bakery, food service and food industry sector and their customers. The JV will benefit from Puratos' global purchasing power, extensive distribution network and services, and Estonian Malt's knowledge and expertise in malt flours and sprouted grains.

Puratos and Estonian Malt have collaborated since 2013 under an exclusive distribution agreement to bring sprouted wholegrains to customers. The JV builds on that successful collaboration to allow both companies to shape the future of sprouted grains together. By creating synergies and efficiencies it will optimise production processes, work on improving packaging and shelf-life, and develop new product ranges for respective domestic and regional markets. »

## Modern demand for an ancient practice

Nestled in the heart of the Estonian countryside (Pangodi), Estonian Malt takes a unique approach to sprouted wholegrains: by fermenting the grains after they have sprouted, they develop a unique natural sweet taste, while their succulence prolongs the freshness of bread. This responds perfectly to the growing international consumer demand for tasty products made with healthy wholegrains and natural processes<sup>(1)</sup>, and ties in seamlessly with Puratos' Health & Well-Being strategy.

Commenting on the new JV, **Piet Sanders, Puratos Market Director for North & Eastern Europe**, said: *"This agreement will allow us to respond to our clients' growing interest in sprouted grains, and further builds on our fruitful collaboration with Estonian Malt. Puratos is dedicated to offering a variety of ingredients that inspire customers to make healthier choices, and this joint venture is completely in line with our Health & Well-Being commitments."*

**Ursel Kaarna, CEO of Estonian Malt**, sees the JV as a unique chance to strengthen the cooperation: *"Several years of cooperation with Puratos Group has proven their strong interest in our innovative and natural products. The Joint-Venture enables us to take our products to the global market and to give a boost to our product development. We are proud that one of the world's best companies in this field is working with us."*

The JV will count an initial 23 employees and will operate as a production unit within the Puratos structure. Both companies will hold a 50% share in the JV.

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1 - According to Puratos' 2019 Taste Tomorrow survey, the world's largest bakery, patisserie and chocolate consumer survey which canvassed 17,000 people in 40 countries on their consumer behaviour, attitudes and choices.