

Fonterra opens new centre in China for beverage innovation

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Fonterra, headquartered in New Zealand, has established a fifth application centre in China but unlike the other four, the newest one is focused on beverage applications.

It is based in China's southern city of Shenzhen and is equipped to design innovative solutions for the Co-op's China customers. Last year, 1,434 new kinds of non-alcoholic beverages were launched in China by key tea and beverage brands.

"Businesses must adapt quickly to market trends and continuously create novel products that typically combine traditional tea ingredients, dairy and fruit products", said Fonterra Greater China CEO Teh-han Chow (as seen in the image).

A team of technical experts and experienced chefs are stationed at the Shenzhen application centre. They help to create an interactive, experiential space for customers, through product development seminars, demonstrations, and virtual live teachings.

The company's four other application centres are based in the cities of Shanghai, Beijing, Guangzhou and Chengdu.

While the Shenzhen application centre will be focused on beverage applications, it will also have bakery capacity. Likewise, the four other application centres have beverage application capacity.