



Upfield rename Flora Food Group

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Upfield Group B.V., a global branded food champion, announces that it has changed its name to Flora Food Group B.V. The name change is a substantial step in the company's evolution and follows a performance-driven transformation on multiple levels across the entire company.

The new name reflects Flora Food Group's evolved purpose of delivering the next generation of delicious, natural, and nutritious food that is more affordable and more sustainable than its dairy equivalents. Capitalising on four global megatrends (population growth, demand for dairy-alternative solutions, animal welfare concerns, and environmental regulations), Flora Food Group leads the change with products that address these trends across four growing categories - butter and spreads, creams, liquids, and cheese - offering consumers a compelling choice.

Leveraging its 150+ years of heritage and in-depth R&D expertise, Flora Food Group will seek to drive further conversion in butter, creams, liquids, and cheese, offering exciting growth opportunities for its iconic brands, local brands and professional business.