

Anchor Food Professionals unveils Infiniti Whipping Cream

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At FHA HoReCa 2024, Asia's leading trade show for F&B professionals, Anchor Food Professionals (AFP) proudly unveiled its latest innovation: The Infiniti Whipping Cream.

At the AFP Booth, organised by Fonterra Co-operative Group, the game-changing product was unveiled for the first time to the world by MOF Chef Jean-François Arnaud, Un des Meilleurs Ouvriers de France Pâtisserie 2000. Designed using cutting-edge Infiniti Whip Technology, where expert craftsmanship meets advanced processing, the new Infiniti Whipping Cream promises nothing short of performance, precision and perfection.

The global whipping cream market is projected to reach \$13 billion by 2032, driven by the increasing popularity of pâtisserie, café culture and dessert indulgence, alongside growing consumer demand for bakery and confectionery products. Across SEA, vibrant food service sectors and shifting consumer preferences significantly shape the market landscape.

As pâtisseries and bakeries continue to grow, companies looking to stay competitive must evolve their solutions to provide tailored products that deliver consistent performance to meet the evolving demands of chefs, bakeries, and consumers alike.