

LBB Specialties partners with The Protein Brewery

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LBB Specialties (LBBS), a leading distributor of speciality ingredients in North America announced a new distribution partnership with The Protein Brewery, an innovative developer of plant-based, highly nutritious food ingredients.

This collaboration will grow The Protein Brewery's Fermotein Mycoprotein in the North American market, addressing the increasing demand for better-for-you, protein-centric, and plant-based food, beverages and supplements.

Mike DeGennaro, Senior Vice President of Food & Nutrition at LBB Specialties, commented "The Protein Brewery's low carbon footprint and use of local, non-allergenic, non-GMO agricultural (vegetable) crops are in line with our focus on growing with partners dedicated to sustainable future while delivering products consumers want today. Their dedicated application support will help us to help brands seamlessly integrate Fermotein into great tasting products, especially in the baked goods space, for protein and fibre-rich plant-based benefits."

Samuel Claes, Commercial Director of The Protein Brewery, said, "We are excited to partner with LBB Specialties to expand the reach of Fermotein in the North American market. Their knowledge and our hands-on application support will amplify the endless possibilities of integrating an alternative protein like Fermotein into the product ranges of LBB Specialties' network. This collaboration aligns perfectly with our mission to offer sustainable, protein-rich solutions that make a real difference in the food and nutrition space."