

Arla Foods Ingredients and Alchemy Agencies sign distribution agreement for ANZ

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Arla Foods Ingredients and Alchemy Agencies have announced a new distribution partnership to serve the performance nutrition market in Australia, New Zealand and the Pacific Islands.

Effective immediately, the distribution agreement will primarily focus on Australia and New Zealand (ANZ). It supports Arla Foods Ingredients's strategy to expand sales in Southeast Asia and in ANZ/Oceania, where Alchemy Agencies is a leading distributor of speciality food and beverage ingredients.

The new agreement covers five key brands in Arla Foods Ingredients's range of premium performance nutrition ingredients:

Lacprodan whey protein isolate, which contains at least 90 per cent protein and offers solutions for ready-to-drink (RTD) sports beverages, gels, powder shakes and protein bars

Capolac, a milk mineral concentrate rich in highly bioavailable calcium, magnesium and phosphorus, with benefits for muscle function, healthy bones and body composition

MicelPure, a micellar casein isolate containing 86 per cent native protein and naturally high in calcium for sports nutrition RTD beverages and shakes

Nutrillac PB-8420, a high-quality whey and milk protein ingredient that ensures soft texture, processability and robustness for the outer mass of sports protein bars

Nutrillac per cent MFGM, which is rich in high-quality whey protein and the complex lipids present in milk fat globule membrane, to support physical performance and strength

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Alexander Leufgen, Head of Asia at Arla Foods Ingredients, said: "Arla Foods Ingredients is delighted to welcome Alchemy Agencies as a distribution partner. The new agreement for ANZ/Oceania is an excellent fit for our performance nutrition solutions in this dynamic market. Crucially, it will play a key role in supporting our ambitions in Asia and ensuring our focus on customer centricity and service."

Tristan Molloy, director of Alchemy Agencies, said: "We are very excited to bring our expertise in gaining sales and creating strong brand value to Arla Foods Ingredients' performance nutrition ingredients in ANZ/Oceania. The new agreement aligns with our expansion plans for our partner and supplier network and strengthens our involvement in the fast-growing sports nutrition market across our key regions."