

Arla Foods Ingredients and MasterSense sign distribution agreement for Chilean market

04 June 2025 | News

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Arla Foods Ingredients has extended its distribution partnership with MasterSense to bring innovative nutrition solutions to the Chilean market.

The new distribution agreement reinforces both companies' commitment to grow in the region, expanding a collaboration that began in Mexico in 2024. It covers Arla Foods Ingredients' solutions for two key segments:

Performance nutrition – there is high potential for further development in Chile's performance nutrition market, which includes sports nutrition, health and supplements

Food and beverage – both companies see strong growth potential in segments such as dairy, bakery, beverages and food service

MasterSense distributes a comprehensive portfolio of ingredients and flavours serving the food, beverage and nutrition industries in Latin America. It has a presence in six countries, including Chile, and serves a total of 11 countries in the region. With expertise in food design and technical excellence, MasterSense is uniquely positioned to deliver Arla Foods Ingredients' advanced nutrition solutions in Chile.

A recent Arla Foods Ingredients survey of 1000 Chilean consumers found that great taste, convenience, naturalness and high-protein content were their most important considerations when purchasing food. One in four considered 'whey protein' a very attractive claim. When asked which products they would like to contain more protein, Chilean consumers cited yoghurts, dairy beverages, bread and juice as their top choices.

Vinicius Morais, Head of Sales – South America at Arla Foods Ingredients, said: 'As a global leader in improving premium nutrition, we are hugely excited about this new opportunity to co-operate even further with MasterSense. There's a high level of innovation in the Chilean food and beverage industry and it's one of our top three markets in the region. This agreement will help us strengthen our footprint and support for Chilean producers.'