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ASIA

Puratos and Guelph announced joint venture to ignite new chapter in Asia

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Puratos, global leader in premium baking solutions, announces a new joint venture with Guelph Foods Ltd., a leading manufacturer of plant-based egg wash alternatives and premium quality whipping cream in China.Â Â Â Â

The partnership will further amplify Puratosâ??s presence in the fast-growing baking markets of China and the Asia-Pacific region, and is set to reshape the industry landscape with technology upgrades.

This collaboration holds significant strategic importance as it combines Puratos's world-leading R&D capabilities and global market resources with Guelph Foods Ltd.'s exceptional UHT production technology, advanced manufacturing and scaled capacity in China. The joint venture will further solidify Puratos's leadership in plant-based egg wash alternatives and whipping cream within the Asia Pacific region. It will also accelerate the localisation of high-value-added baking and patisserie solutions.

Edouard Pot, President for Asia Pacific, Middle East and Africa at the Puratos Group, stated: "Establishing this joint venture is a key strategic move to accelerate our growth in Asia Pacific. By combining Guelph Foodsâ?? strengths with Puratos's global innovation and R&D capabilities, we will provide customers in the Asia Pacific, particularly in China, with world-class products and more agile service. This will not only further consolidate our leadership in plant-based egg wash alternative and whipping cream in the region, but also significantly enhance the resilience and sustainability of our supply chain."

Chen Jun, Founder and Chairman of Guelph Foods Ltd., commented: "Guelph Foodsâ??s expertise in UHT technology strongly aligns with Puratos' global vision. This partnership combines our specialised strengths with Puratos' international

innovation to create new value for the baking industry. Guelph will commit core resources to fully support the joint venture in pursuing excellence in innovation and operations."Â

The newly formed joint venture will adopt a joint management structure, effectively blending Puratos' international management practices with Guelphâ??s local expertise. This integration will set new benchmarks for product quality, customer service, and efficient innovation.