

Barentz Launches Shanghai Application Lab to Support Food Innovation

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Barentz, a leading global specialty ingredients solutions provider, announced the opening of its new Shanghai office and Human Nutrition application laboratory, marking a significant investment in technical capabilities and customer support in China.

The new facility strengthens Barentz's ability to help customers accelerate product innovation through local application expertise, technical service, and formulation support. The laboratory will initially focus on bakery and savoury applications, supporting both customers and strategic principal partners.

The investment represents an important milestone for Barentz's Human Nutrition business in China and the overall APAC region, supporting the company's ambition to always deliver a better solution by combining high-quality ingredients, deep market knowledge, technical application expertise, and tailored support for customers and principals.

"The opening of our New Shanghai office and laboratory demonstrates our long-term commitment to the Chinese market," said Sue Song, Vice President, Human Nutrition APAC. "Customers increasingly expect more than ingredients alone. They need technical expertise, formulation support, and faster innovation. This new facility enables us to work more closely with customers and principals to help accelerate their growth and bring innovative solutions to market."

The laboratory forms part of Barentz's broader global human nutrition technical network led by Mariano Vasconcellos, Global Technical Director. Barentz maintains application laboratories across multiple regions, which include dedicated human nutrition application laboratories worldwide, supported by more than 40 application specialists focused on bakery, beverages, health and nutrition, savoury, dairy, meat and fish, plant protein solutions, and other food categories.

The Shanghai laboratory further enhances Barentz's capabilities in key food and beverage segments, with extensive experience in modified starches and stabilizer systems. It will play a key role in supporting customers across China while also contributing to the wider APAC and global Human Nutrition technical community.

Globally, the company's Human Nutrition business supports customers across bakery and pasta, beverage, dairy, confectionery, nutrition, savoury, meat and fish, and ingredient producer markets through a combination of ingredient expertise, application development, and innovation support.