

FOOD

BUSINESS

GULF & MIDDLE EAST

22

**THE STEAK FRITES
SAUCE RESURGENCE**

30

**EXPLORING THE
COLLABORATIVE ADVANTAGES
OF BAKEMARK BY ANGEL**

24

**NON-GMO SOYA
INGREDIENTS: BOON TO
AVOID GROWING DISEASES**

40

**PRIORITISING FOOD
SAFETY PERFORMANCE AT
IFFA 2025**

28

**ELEVATE YOUR PRODUCT
PORTFOLIO WITH BUCKTON
SCOTT DEUTSCHLAND**

43

**PROCESSING & PACKAGING
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CONTENTS

FOOD BUSINESS GULF & MIDDLE EAST



NEWS	04
CULINARY TRENDS	22
PLANT-BASED ALTERNATIVES	24
PLANT-BASED FOOD	26
ALTERNATIVE PROTEIN	27
FOOD SUPPLEMENTS	28
FOOD INGREDIENTS	29
BAKERY INGREDIENTS	30
DAIRY PRODUCTS	32
WALNUTS	36
AVOCADO PRODUCTS	38
MEAT PROCESSING	40
PACKAGING	42
PROCESSING & PACKAGING	43
WATER MANAGEMENT	44
FOOD MANUFACTURING	45
SAUDIFOOD MANUFACTURING PREVIEW	46
TUTTOFOOD PREVIEW	48
MACFRUT PREVIEW	50
IFFA PREVIEW	52
THE HOTEL SHOW PREVIEW	53
THAIFEX – HOREC ASIA REVIEW	54
ORGANIC FOOD	56

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Food Business Gulf & Middle East is designed to serve the fast growing Food, Fresh Produce, Ingredients, Bakery, Hotel, Hypermarkets, Restaurants & Catering industries in the Gulf and Middle East region by providing the expert information to our readers in our four comprehensive issues in a year. It is circulated throughout Middle East region and worldwide in addition to the extra distribution at various food, catering & hotel events, fresh and perishable shows. The magazine provides editorial coverage on a wide range of topics which are of interest to industry professionals.

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GLOBAL INTEREST FOR GULFOOD 2026 SURGES DAYS AFTER THE MEGA FOOD EVENT'S EXPANSION ANNOUNCEMENT AT 2025 SHOW

Building on the hugely successful Gulfood legacy, and in response to record demand from the global F&B community, Dubai World Trade Centre's (DWTC) announcement of Gulfood 2026 has already attracted interest from key industry sectors during the 2025 show. Marking a milestone in its evolution, the expansion taking place 26-30 January 2026, allows Gulfood to further advance its pivotal role in creating value and impact for the global food sector, enabling it to fully service the entire F&B network, and firmly placing the event as the epicentre of international food trade.

Dubai Expo City, host of both Expo 2020 Dubai and COP28, is on course to become a premier international business district, and the largest purpose-built indoor events and exhibitions venue in the region. With the twin-venue offering greater capacity to grow and meet swelling space demand, it will include new sectors to the existing Gulfood umbrella offering tremendous added value to participants, expanding the food trade and innovation ecosystem necessary to boost the advancement of the global food industry.

Aligned with its robust growth trajectory, Gulfood 2026 will present

immense opportunities for disruptors and new product innovations, giving exhibitors a first-mover advantage in a ripe market at the first major food event of the year. Leading and new-to-market F&B brands will have ample opportunities to showcase a broader array of products and services on the expansive show floor; more creative presentation capabilities and first-time exhibitors will have a brand-new platform to showcase ground-breaking innovation to a diversified global community of buyers across the industry.

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DUBAI'S MIDTOWN FACTORY LAUNCHES WORLD'S FIRST HALAL-BREWED ALE BEVERAGE

The Midtown Factory, a pioneering beverages production facility at Dubai Industrial City, launched the "Majlis Premium Arabian Ale", the world's first fully halal-brewed range of beverages.

This groundbreaking Arabian ale-based beverage has been produced as per healthy dietary guidelines. It gives a unique drinking experience to consumers hailing from different backgrounds. M/s Midtown Factory is developing new products and will introduce them to consumers this year.

The Midtown Factory exhibited the Majlis Premium Arabian Ale at the Taste of Dubai live food

festival and Gulfood. The Majlis stand saw a busy day with visitors from different nationalities and ethnic groups who had a unique tasting experience. Following the hype up at the Dibba Bay Oyster Festival at the Taste of Dubai with the celebrity chef Jenny Morris, also known as the Giggling Gourmet, Majlis Premium Arabian Ale had a cooking demonstration. The visitors and guests had a chance to talk to the celebrity chef about the delectable Majlis Arabian Ale and its creators.

Crafted with meticulous care and adherence to halal guidelines, Majlis' new beverage is brewed using a proprietary technique during the fermentation process

that ensures the process remains alcohol-free from start to finish.

Unlike traditional brewing methods that involve alcohol removal, Majlis has developed a unique approach that maintains the integrity of halal principles while preserving the authentic taste and complexity of a brewed beverage.

Majlis' halal brewed beverage is available in multiple flavours, offering consumers a range of sophisticated and refreshing options. The launch represents a significant milestone in the beverage industry, reinforcing Dubai's reputation as a leader in innovative food solutions and consumer happiness.



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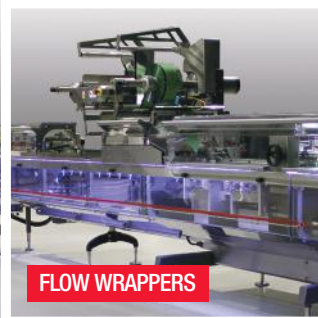


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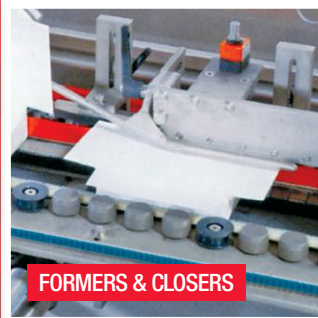
ROLL WRAPPERS



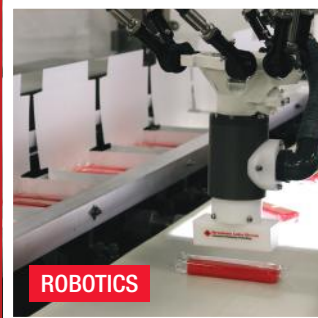
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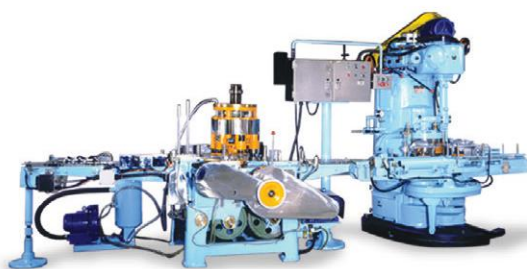


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DAIRY INDUSTRIES EXPO 2025 TO SHOWCASE CUTTING-EDGE INNOVATIONS ON OCTOBER 29-30 AT NAEC STONELEIGH

The global dairy industry will converge at NAEC Stoneleigh for a two-day exhibition dedicated to dairy processing. This international event will bring together dairy professionals, manufacturers, suppliers and industry experts to explore the latest advancements in dairy processing technology, sustainability and market trends.

Now in its third edition, Dairy Industries Expo 2025 is set to be the most successful event yet, building on the momentum of previous years. Dairy Industries Expo 2025 will serve as a hub for innovation, offering attendees the opportunity to discover new processing techniques, equipment and solutions tailored to meet the evolving demands of the dairy industry. From automated processing systems to packaging solutions, sustainability initiatives and food safety innovations, the event will provide invaluable insights into the future of dairy production. Exhibitors include pumps manufacturer Watson Marlow Fluid Technology Solutions,

and educational centres such as the University of Strathclyde.

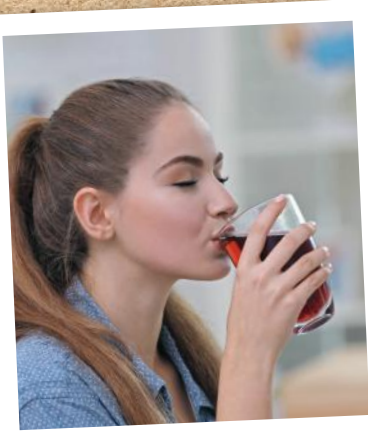
"Dairy Industries Expo 2025 is designed to foster collaboration, innovation, and knowledge exchange within the global dairy sector," said Suzanne Christiansen, editor of Dairy Industries International, the journal behind the event. "With an international audience and leading exhibitors, this event will be an essential platform for those seeking to enhance efficiency, quality and sustainability in dairy processing."

The exhibition will feature a packed agenda, including:

- Industry-leading exhibitors showcasing the latest dairy processing machinery, ingredients, and service, from pumps to packaging and everything in between.
- Insights and Innovations Seminar covering key topics such as automation, energy efficiency, and regulatory updates.
- Live demonstrations of breakthrough processing technologies.
- Networking opportunities with top dairy manufacturers, suppliers, and industry decision-makers.

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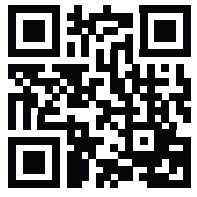
استمتع بعصير الرمان اللذيذ العضوي الأوروبي من اليونان



*إنتاج يوناني: يتم إنتاج عصير الرمان العضوي الأوروبي في اليونان من صنف رمان الوندربول الذي يزرع من أكتوبر إلى أبريل، بعناية خاصة، من قبل مزارعين عضويين ذوي خبرة.

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*GREEK PRODUCTION | إنتاج يوناني

يتم تنفيذ برنامج BIOPRODUCTS_EU من قبل التعاونية الزراعية لمنتجي الفاكهة والخضروات في Agios Athanasios Drama (ASOP) بهدف التعريف بعصير الرمان العضوي والدور المفيد للمحاصيل العضوية في تغير المناخ والبيئة. The BIOPRODUCTS_EU program is being implemented by the Farmers' Association of Fruit and Vegetable Producers of Agios Athanasios, Drama (in short, Agios Athanasios ASOP) with the aim of providing information on organic pomegranate juice and the beneficial role of organic crops in climate change and the environment.



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بتمويل من الاتحاد الأوروبي. الآراء وجهات النظر المعبر عنها هي آراء المؤلف (المؤلفين) فقط ولا تعكس بالضرورة آراء وجهات نظر الاتحاد. لا يمكن تحميل الاتحاد الأوروبي أو الوكالة التنفيذية للبحوث الأوروبية (REA) أو السلطة المانحة المسؤولية عنها.

GET READY FOR PLMA'S 2025 WORLD OF PRIVATE LABEL INTERNATIONAL TRADE SHOW IN MAY IN AMSTERDAM

Innovation, intelligence, and business opportunities take centre stage at PLMA's World of Private Label International Trade Show. As Amsterdam prepares to welcome the private label industry, the city is set to host the sector's most significant event on 20 and 21 May at the RAI Convention Centre. Recognized as a must-attend gathering for retailers worldwide, this event is the ultimate platform for business, industry insights, and discovering the latest trends and innovations. As one attendee put it, "For us, PLMA Amsterdam is an event we simply cannot miss,

it's where we connect with the industry."

Plan ahead with pre-scheduled meetings or get inspired as you explore the trade show floor, which is conveniently and efficiently divided into food and non-food halls. With more than 3,100 exhibitors from 73 countries, including new pavilions from Canada, Scotland, Bulgaria, Morocco, and Ukraine, the event showcases a diverse and innovative range of private label products across all FMCG categories

Peggy Davies president at PLMA

stated: "This year, we're thrilled to welcome the largest number of exhibitors and buyers to date, creating an incredibly dynamic atmosphere filled with energy, our distinctive buzz, and insightful business conversations happening throughout the trade show floor"

To make the most of your visit, explore the unique Idea Supermarket, featuring innovative concepts for and from supermarkets. On 19 May, a day before the trade show begins, attend pre-show seminars and workshops for valuable insights and industry updates.



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GORILLA ENERGY ELECTRIFIES MIDDLE EAST: TARGETS \$3.19 BILLION MARKET WITH UAE HUB AT GULFOOD 2025

Gorilla Energy, a global top energy drink powerhouse selling nearly 1 billion cans worldwide in 2024, announced its official entry into the Middle East market at Gulfood 2025, establishing the United Arab Emirates as its Global Head Office. This strategic expansion includes plans for a new energy blend concentrate production facility in Jebel Ali, signaling a significant investment in the region. This move targets the booming Middle East & Africa (MEA) energy drinks market, projected to reach \$3.19 billion by 2030, according to Mordor Intelligence.

Founded in New York in 2008, Gorilla Energy has disrupted

the global energy drink market, forging a strong connection with consumers through its bold identity. Now headquartered in both Dubai and Los Angeles, the company is poised to make a substantial impact on the Middle Eastern beverage landscape, which is experiencing increasing demand for functional beverages.

Oliver Holzmann, Chief Marketing Officer at Gorilla Energy, emphasized, "Our expansion into the Middle East, with the UAE at its heart, aligns perfectly with our brand ethos of growth, progress, leadership, and unwavering energy. We are committed to fueling the ambitions of the region's next generation of innovators and achievers."

PRINOVA APPOINTS RICHARD MCEVOY AS NEW PRESIDENT AND CEO

Prinova, a wholly owned subsidiary of the NAGASE Group and a leading supplier of ingredients and premixes, is pleased to announce the appointment of Richard McEvoy as its new President and Chief Executive Officer, effective April 1, 2025.

Richard officially joined Prinova on March 10, 2025, to begin an onboarding and handover process with Don Thorp, the current President and CEO, who will retire following a successful 42-year tenure leading the business.

Richard is a

dynamic business leader with an excellent track record of driving transformational business growth across multiple leading life sciences companies. His career includes leadership roles at Unilever, JohnsonDiversey, Vantage Specialty Chemicals, and most recently, serving as CEO of Voyant Beauty.

Richard's global perspective, deep expertise, passion for people and culture, and ability to convert opportunities into results position him well to lead Prinova into its next chapter of global expansion.

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IMA GROUP TO SHOWCASE CUTTING-EDGE FOOD PROCESSING & PACKAGING SOLUTIONS AT SAUDI FOOD MANUFACTURING

The IMA Group and its specialized divisions for food processing, filling, and packaging technologies are excited to announce their participation in the Saudi Food Manufacturing Exhibition, taking place from April 13-15, 2025, at Riyadh Front, Saudi Arabia.

Visitors are invited to Hall 3 – Booth D3-40 to explore IMA's latest innovations and engage with industry experts.

Attendees will discover cutting-edge solutions from IMA Tea&Herbs, the global leader in tea bagging machines, as well as complete

coffee processing and packaging systems designed by IMA COFFEE Hub. For HFFS and VFFS technologies, the FLX HUB team from IMA Ilapak, IMA Eurosicma, and IMA Record will showcase advanced solutions, while experts from IMA Hassia and IMA Erca will present FFS and FS platforms for dairy and food packaging in cups, sticks, and sachets.



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NESPRESSO AND UAE RESTAURANTS GROUP (UAERG) ANNOUNCE STRATEGIC PARTNERSHIP TO ELEVATE UAE'S F&B SECTOR

Nespresso in UAE has entered into a strategic partnership with the UAE Restaurants Group (UAERG), marking a significant collaboration aimed at enhancing service standards across the country's thriving food and beverage sector. The official signing of this partnership took place on February 10th, 2025, during the UAERG Open Day that was held at the Dubai Chamber of Commerce Headquarters.

As a Platinum Sponsor, Nespresso in UAE will work closely with UAERG's extensive network of restaurant owners, hospitality professionals, and key F&B stakeholders to drive industry-wide excellence.

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EPIK FOODS ACQUIRES SAUCE CAPITAL

Epik Foods, the dynamic UAE-born F&B group has announced the acquisition of Sauce Capital, a prominent Abu Dhabi-based food group with a strong presence in Saudi Arabia. This milestone acquisition brings 15 new brands under the Epik Foods umbrella, reinforcing the group's commitment to expanding its regional footprint and introducing diverse dining

experiences. The acquisition marks a significant step in Epik Foods' ongoing journey to build a portfolio of innovative, customer-focused concepts that resonate across the region.

The acquisition follows Epik Foods' successful securement of \$15.5 million in private capital funding from Ruya Private Capital I, LP, a fund managed by Ruya Partners.

This funding laid the groundwork for Epik Foods' strategic expansion plans, enabling this key milestone and fueling its vision of becoming a dominant force in the Middle East's food and beverage landscape.

Sauce Capital's portfolio of beloved brands, developed over the past four years, complements Epik Foods' offerings by filling gaps in specific cuisines and dining formats. The acquisition of Sauce Capital aligns with Epik Foods' long-term vision of building a robust portfolio of customer-centric brands while driving growth in key markets, positioning it as a cornerstone of the group's expansion strategy.

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ANASIA INDUSTRIAL SOLUTIONS TO SHOWCASE INNOVATIONS AT SAUDI FOOD MANUFACTURING 2025

ANASIA, a leading provider of diversified industrial solutions, will be showcasing its comprehensive range of solutions tailored like food processing industry, including advanced packaging, coding and traceability, and product inspection technologies at Saudi Food Manufacturing. The company's expertise in providing technical consultation, installation, and commissioning services will also be highlighted.

"We are excited to participate in Saudi Food Manufacturing 2025 and demonstrate our commitment to supporting the growth and development of the food processing sector in Saudi Arabia," said Randa ElMasry Marketing and communication senior manager.



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GreenVAC is an environmentally friendly reusable vacuum packaging system. It guarantees a maximum vacuum directly in the specially designed Gastronorm container made of stainless steel with a robust transparent lid made of high-performance plastic. This means that even pressure-

sensitive products such as salads, berries, mushrooms, soups, sauces or patisserie can be vacuum-packed without deformation. GreenVAC also extends shelf life, optimises the “mise en place” and eliminates the need for portion-by-portion decanting. The sustainable concept is perfect for systematic warehouse management

and for the out-of-home and catering sector, with stackable trays available in a wide range of sizes.

The entire GreenVAC reusable system is now available from KOMET – from high-quality vacuum sealers to standardised, sustainable reusable containers.

The GreenVAC reusable system from KOMET is therefore an intelligent and sustainable overall concept for anyone who wants to further increase their efficiency – especially at a time when optimising processes and saving costs are at the forefront.



European Organic Food Good Choice

Organic food from the EU is a good choice for those who care about themselves and their loved ones.

It is My choice.

ENJOY IT'S FROM EUROPE

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VELO COFFEE ROASTERS EXPANDS INTO DUBAI AS IRISH BUSINESSES STRENGTHEN TIES WITH THE UAE

Dubai's reputation as a global business and lifestyle hub continues to attract international brands seeking to tap into its fast-growing consumer market. Among them is Velo Coffee Roasters, one of Ireland's leading coffee brands, which is expanding into the UAE with its innovative Velo Coffee + Protein a high-performance coffee blend infused with 12 grams of protein.

Now available on Kibsons, one of Dubai's leading online grocery platforms, Velo Coffee + Protein caters to the emirate's health-conscious professionals, fitness enthusiasts, and entrepreneurs who seek high-quality, functional beverages.

ISHIDA INNOVATIONS ADDRESS KEY INDUSTRY ISSUES AT IFFA

At IFFA 2025, Ishida will be addressing key industry challenges through its latest innovations, including the launch of its QX-800, compact, high-capacity tray sealer, as it aims to help protein manufacturers reduce waste and boost efficiencies.

The new Ishida QX-800 tray sealer has been specifically developed for high-volume production lines. Capable of up to 17 MAP cycles per minute, its compact design saves in excess of 40% floor space whilst operating with 50% less power consumption.

Exhibiting on stand C28 in Hall 12.0, the leaders in weighing, packing and inspection solutions for the meat and poultry industry will

also showcase its recently launched IX-PD-Poultry X-ray inspection system. Additionally, Ishida will present its ground breaking Sentinel 5.0, AI-powered remote production monitoring and reporting solution.

Darren Chandler, General Manager for Protein Solutions at Ishida Europe, said: "We are really excited to return to IFFA. We know meat processing and packaging is all about equipment that can keep production going 24/7 whilst meeting customer demand for high quality products. At IFFA, we will demonstrate that, whatever your production challenges, Ishida has the technology, the people and the experience to work out the best solution".

GEA SHOWS TECHNOLOGY INNOVATIONS FOR A BETTER FOOD FUTURE AT IFFA

GEA, a leading technology group, is set to showcase numerous innovations at IFFA 2025 in Frankfurt, Germany, from May 3 to 8. The company will demonstrate its expertise in meat, alternative proteins and cheese production at Hall 8, Booth G10, highlighting their latest technological advances in food processing, slicing and packaging designed to increase efficiency and reduce energy consumption. With a strong commitment to customer-centricity, GEA

empowers food processors to navigate the evolving market landscape through integrated solutions and continuous innovation.

As the world's population grows, so does the demand for food and its variety. At the same time, inflation and the rising cost of living are making consumers more price-sensitive. In response, food producers are under increasing pressure to optimize their costs without losing sight of efficiency in an increasingly competitive market.

"Same Great Taste With Every Bite."



Even when the raw material quality varies, Hydrosol ensures consistently great-tasting meat and sausage products, with top efficiency.

- **Solutions for meat and sausage products**
- **Higher economy**
- **Individual formulations for individual markets**

hydrosol

We texture taste.

www.hydrosol.de

PLANTENEERS DEVELOPS ADDITIONAL PRODUCT CONCEPTS FOR HANDTMANN SYSTEMS

For a year now, plant-based pioneer Planteneers and filling and portioning system manufacturer Handtmann have been collaborating to enable customers to offer plant-based steaks or filet strips with fine marbling and authentic fibrous structure. In order to make the best use of the new technology, the product range has been extended with cost-optimized steak varieties, bacon, cooked ham, and carpaccio. Planteneers is

presenting the cost-optimized steak as an example at this year's IFFA in Frankfurt (Booth C89 in Hall 11.0), the world's leading trade fair – technology for meat and alternative proteins.

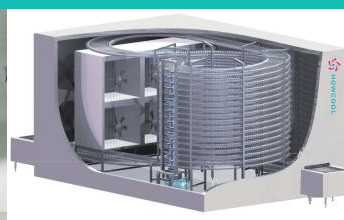
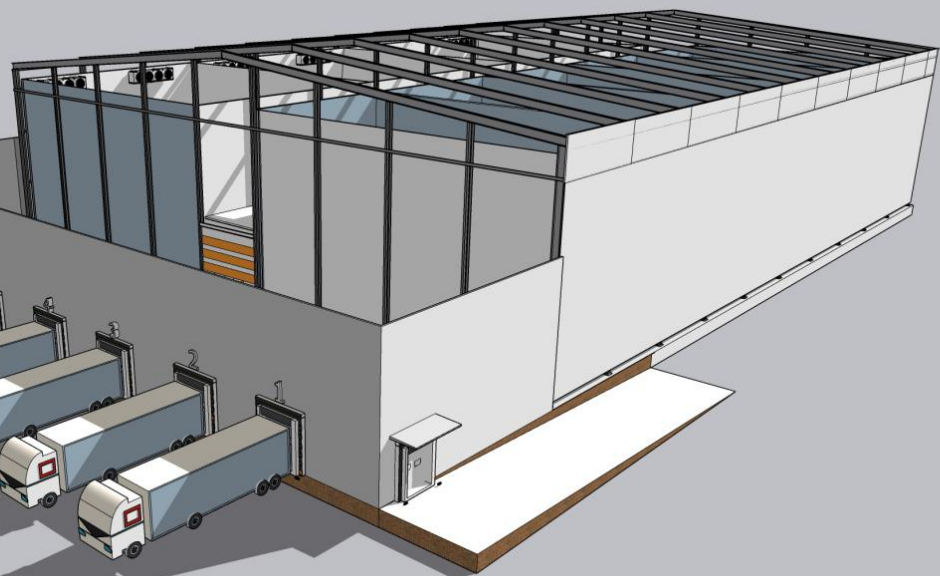
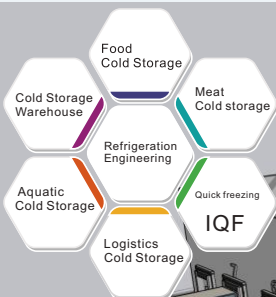
"After the launch last year we received lots of positive feedback on our offerings," reports Florian Bark, Senior Product Manager Planteneers. "The quality of the plant-based steaks, with their marbling and fine fiber structure, was very well received

by customers. This resulted in requests for further options. We got to work and developed new application possibilities for the marbling unit."

Planteneers uses European-grown soy protein for the cost-optimized steaks, instead of fava beans and peas. With fiildMeat P-series functional systems and Handtmann machines, manufacturers can offer authentic plant-based alternatives to rump steak and filet.



EPC Cold Storage Constructor



Beijing HowCool Refrigeration Technology Co., LTD.

www.szjv.com www.coldstorage-en.com

james@epccold.com xy@epccold.com

(العربية)



(English)





EXPERIENCE NEXT-LEVEL CRISPINESS

INNOVATIVE, HIGH-QUALITY CRUMBS & COATINGS FOR THE FOOD INDUSTRY

At Driessen Food Extrusion, we believe that the perfect crunch defines the eating experience. As a third-generation Dutch family business, we specialize in producing premium crumbs and coatings using advanced extrusion technology. With decades of expertise, we offer a broad portfolio tailored to the needs of food manufacturers, Quick Service Restaurants (QSRs), and home delivery concepts. Our innovative coatings are designed to guarantee outstanding performance, taste, and texture—ensuring that every bite is as crispy and flavorful as intended.

"eating with your ears"

Did you know that the sound food makes plays a crucial role in how we perceive its taste and texture? Sound influences our perception of crispiness, freshness, and even the overall quality of food in every category. Scientific studies show that consumers find a snack crunchier and tastier when the crackling sound is louder and clearer. This phenomenon is called "eating with your ears."

This concludes that a crispy coating should be more than just a first bite experience. Our crumbs maintain their crunch for up to 3 hours, ensuring that fried or oven-baked products retain their texture and quality, even after extended holding times and home delivery. Our crumbs are developed to perform exceptionally across various cooking methods, including deep frying, baking, Airfryers, Turbochef, Merrychef, and impingement ovens. No matter

how your product is prepared, our coatings deliver unparalleled crispiness.

Extensive portfolio

Innovation is at the core of what we do. Our range extends far beyond standard bread crumbs, offering panko-style coatings, tortilla triangle inclusions, rice flakes, all designed to elevate texture and visual appeal to stand out on the shelves and food menus. Additionally, we provide a variety of colors - from classic golden brown to innovative black and even pink crumbs - allowing food manufacturers to create eye-catching and unique products that stand out in the market.

The latest innovation of our portfolio is a range of gluten-free crumbs including two panko-styles. The demand for gluten-free options is growing, but quality should never be sacrificed. Our gluten-free crumb portfolio has unique properties like unmatched crispiness, texture, and taste. By using unique ingredients and innovative processing techniques, we offer premium gluten-free solutions that meet the highest standards.

We don't just produce coatings; we develop solutions. Through co-development partnerships, we collaborate with food manufacturers and QSR brands to create exclusive, tailor-made coatings that align with specific needs. Whether it's a unique texture, a signature flavor, or a completely new concept, our team works closely with you to bring your vision to life.

At Driessen Food Extrusion, we are redefining what's possible in "coating land" with extrusion technology.

Co-development

If you're looking for unparalleled crispiness, versatility, and innovation, let's work together to develop the perfect solution for your brand.

MEET US AT THE SAUDI FOOD SHOW

We invite you to experience the future of coatings at Driessen Food Extrusion's stand at the Saudi Food Show! Discover our innovative, high-quality crumb and coating solutions that redefine crispiness and texture.

Find our stand in the Holland pavilion and let's talk about how we can enhance your products with superior coatings and tailor-made coating innovations. We look forward to meet you!



www.dfe.nl/en



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THE STEAK FRITES SAUCE RESURGENCE

For decades, steak frites has been a quiet staple of European brasseries - reliable, familiar, and deeply ingrained in the dining culture of France and Belgium. But in recent years, something has changed. What was once a menu classic has evolved into something much bigger: **an entire dining category**. The Steak Frites Sauce (SFS) category is gaining momentum globally, proving that a single, well-executed dish can drive a new wave of restaurant concepts.

At the forefront of this resurgence is Swiss Butter, a Lebanese-born brand that has transformed the way steak frites is experienced worldwide. Founded by global restaurateur Eddy Massaad, Swiss Butter has redefined the steak frites experience, setting a new standard for what specialised dining can achieve. With a model built around consistency, quality, and accessibility, the brand has successfully scaled across multiple regions, leading

a global movement that is now inspiring new SFS concepts worldwide.

A Global Shift Towards Specialised Dining

The rise of the SFS category is part of a larger trend in the restaurant industry, one that moves towards hyper-focused, single-item dining concepts. Consumers today are looking for experiences that offer reliability, quality, and simplicity. Instead of overwhelming menus with



countless options, they gravitate towards restaurants that do one thing exceptionally well.

Unlike traditional full-service restaurants that aim to cater to a broad audience with varied menus, SFS concepts prioritise a singular dining experience. This does not mean cutting corners,



Eddy Massaad
Founder - CEO - Swiss Butter

but rather refining a dish to its absolute best. The growing preference for well-executed, high-quality meals without unnecessary complexity has allowed steak frites to step into the spotlight, carving out its own category in the modern dining scene.

Why Steak Frites, and Why Now?

The resurgence of steak frites is being driven by a combination of factors, including shifting consumer preferences, economic

considerations, and a renewed appreciation for classic dishes.

• The “Less is More”

Approach: Diners have developed a stronger preference for simplified, high-quality dining experiences. Decision fatigue from overly long menus has pushed consumers towards focused concepts that deliver consistency.

• A Balance of Comfort

and Experience: Steak frites is unpretentious yet refined, offering a meal that feels both indulgent and familiar. The ability to enjoy a perfectly cooked steak with a rich, proprietary sauce provides a unique experience that resonates with modern diners.

• Economic and Operational

Efficiency: Restaurants with tight, well-executed menus can optimise supply chains, reduce waste, and maintain high service standards. In a time when ingredient and labour costs are rising, the SFS model offers an operationally efficient way to deliver a premium product without the excessive overheads of a traditional steakhouse.

Swiss Butter: Leading the Steak Frites Resurgence

Founded with the belief that simplicity can be powerful, Swiss Butter has been instrumental in shaping the SFS category. Under the leadership of Eddy Massaad, the brand's focus on a three-item menu, featuring steak, fries, and its signature butter-based sauce infused with 33 herbs and spices, has created a dining experience that is both accessible and premium.

Since its inception in Lebanon, Swiss Butter has expanded across key international markets, including the Middle East and

Europe, without franchising, demonstrating that a highly focused concept can achieve global success while maintaining full control.

Unlike many restaurant brands that scale rapidly through franchising, Swiss Butter owns and operates every location, ensuring that each restaurant upholds the same quality, service, and brand experience, no matter the market.

This approach to ownership and consistency has not only strengthened the brand's position but has also set a precedent for other SFS concepts. As the demand for steak frites continues to grow, new brands are emerging, inspired by the success of Swiss Butter's model. The category is no longer just a culinary trend, it's becoming a recognised and scalable dining concept with global appeal.

The Future of the SFS Category

With steak frites concepts gaining traction across Europe, the Middle East, the USA and beyond, it is clear that this is more than just a revival of a classic dish. The SFS category is establishing itself as a significant player in the modern restaurant landscape, offering a compelling alternative to both high-end steakhouses and casual dining chains.

As consumer demand for specialised dining continues to rise, the future of steak frites looks promising. The success of Swiss Butter has proven that a focused, high-quality approach can redefine an entire category. As more brands enter the space, the SFS movement is only set to grow.

The question is no longer whether steak frites can stand on its own, it's how far the SFS category will go.

For more information, visit www.swissbutter.com

NON- GMO SOYA INGREDIENTS: BOON TO AVOID GROWING DISEASES

In the ever-evolving food industry, plant-based food ingredients are in high demand as healthy and sustainable alternatives to traditional animal-based products.

As consumers grow more conscious of their dietary choices, seeking healthier and more sustainable options, many are shifting their preference toward non-GMO Ingredients.

Non-GMO soya ingredients is particularly appealing due to its versatility and high protein content, offering a nutritious and affordable alternative.

Health conditions like cancer, heart disease, and autoimmune disorders are those often linked to poor diet, stress and have also sparked concerns about the long-term health risks of GMOs. Studies indicate a surge in cancer cases in countries using GMOs like Argentina and Brazil. This alarming trend has spurred the plant food industry to shift toward non-GMO options, prioritizing both sustainability and consumers long-term health.

The environmental impact of GMOs is another critical factor, as they can harm non-target organisms such as bees, fish, and insects, and contribute to biodiversity loss and gene instability.

By choosing non-GMO ingredients, consumers can avoid exposure to toxins, allergens, and

other potential risks associated with GMO foods, such as increasing antibiotic resistance or gene alterations that may affect health in the long term.

The food industry is experiencing



a significant shift towards non-GMO food ingredients, which are increasingly becoming the top choice for consumers. Sonic Biochem is at the forefront of this trend, offering a reliable partnership

focused on quality and sustainability.

Sonic Biochem offers plant-based alternatives. Non-GMO soya TVP an excellent choice, offering high protein content and low fat, used in meat analogues such as burgers and sausages. Another key ingredient, non-GMO soya lecithin, is known for its emulsifying properties, improving texture and stability in products like chocolates, salad dressings, and baked goods.

With decades of experience in the food ingredient industry, Sonic Biochem manufactures its products to the highest standards, ensuring superior nutritional value. By choosing non-GMO soya ingredients, consumers take a step toward a healthier, more sustainable future.

For more information about Sonic Biochem's non-GMO soya food ingredients, visit www.sonicbiochem.co.in or contact our sales team at exports@sonicbiochem.co.in and sales@sonicbiochem.co.in.



Non-GMO Soya Lecithin & TVP

The smart choice of :

- Meat processing companies
- Bakeries
- Chocolates and confectionery manufacturers



**High Quality
Product**



**State-of-the-art
technology**



**Consistency
and reliability**



**Technical support
for various food
applications**



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www.sonicbiochem.co.in



ACI GROUP LAUNCHES INNOVATIVE PLANT-BASED PROTEIN LINE TO MEET RISING DEMAND FOR SUSTAINABLE NUTRITION

ACI Group, a leading supplier of innovative functional ingredients, is pleased to announce the expansion of its plant-based protein offerings, introducing a versatile new range of pea, soy, and wheat proteins and a unique plant-based protein concentrate blend. This new product line aims to meet the growing demand for sustainable, high-quality proteins, providing solutions that suit a variety of applications - from protein bars to meat replacements and everything in between.

With the increasing consumer shift toward plant-based diets driven by environmental concerns and

health considerations, ACI Group is responding to the need for reliable, functional plant-based proteins that cater to various product outcomes. These proteins are designed to meet specific goals such as taste, texture, protein claims, shelf life, and overall product appearance.

"With our new plant-based protein range, we're equipping brands and food manufacturers to create innovative and nutritious products while meeting the rising demand for sustainable food options," said Trish Fellowes, Food Sales Manager at ACI Group. "From meat alternatives to baked goods, these ingredients offer exceptional versatility and functionality."

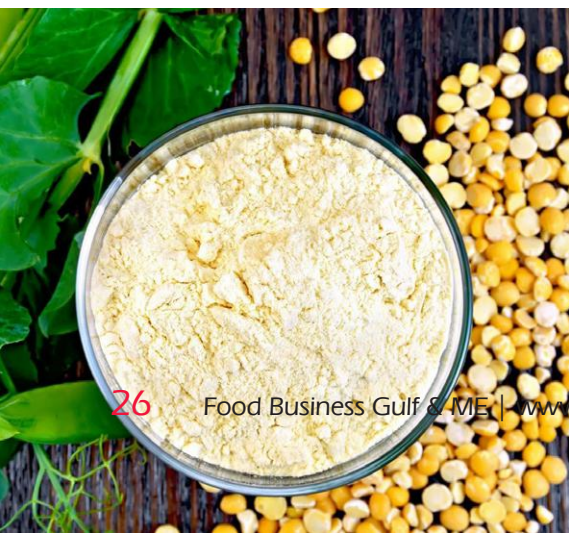
"As consumer interest in plant-based foods accelerates, our expanded portfolio equips brands and food manufacturers with the ingredients they need to deliver healthier, more sustainable products. Whether you're formulating meat alternatives, baked goods, or high-protein snacks, our diverse

ingredients ensure functionality without compromising taste or quality."

The launch reflects ACI Group's commitment to supporting product innovation and sustainability in the food industry, helping manufacturers stay ahead of evolving market trends while meeting consumer expectations for nutritious plant-based options.

ACI Group's expanded pea protein range offers versatile solutions for various product needs. The isolated pea protein, with 83% protein content, is ideal for drinks, desserts, and baked goods, while yellow pea (50% protein) and chickpea (38% protein) powders provide options for moderate protein formulations. Pea protein nuggets, available in three shapes with 55% or 70% protein, are perfect for protein bars and confectionery traybakes. For meat alternatives, texturised pea protein flakes (74.6% protein) deliver a meat-like texture suitable for savoury applications.

For more information, visit www.acigroup.biz





REYVVE YEAST PROTEIN EGG-REPLACERS WIN CONSUMER ENTHUSIASM

A new survey by FoodTech innovator Revyve, B.V. revealed positive European attitudes towards yeast protein as a potential key player in the flourishing alternative protein market. The consumer study gathered insight from French, German, and British consumers through AI-moderated individual interviews. The goal was to gauge interest in its functional brewers and baker's yeast ingredients as substitutes to egg proteins and synthetic texturizers.

While all the three groups recognized eggs as essential functional and nutritional components of many foods, they also conveyed a strong enthusiasm to see a role for yeast protein as a nutritious and sustainable animal-free alternative.

Eggs—but not in egg-cess

All consumers polled in the study agreed that eggs are an important source of protein as well as an

effective binder. French respondents conveyed a deeper appreciation for the culinary contribution of eggs in thickening foods and enhancing textures by adding softness and fluffiness. Britons and Germans shared their concerns about their effect on cholesterol when consumed in excess as well as eggs' non-vegan status. The French consumers were more focused on the issue of egg allergies and their implications for dietary restrictions.

"Around the world, we can see consumer choices increasingly shifting towards flexitarianism," points out Jordania Valentim, CCO of Revyve. "This survey was designed not only to assess awareness and openness among Europeans to yeast proteins as a viable alternative to animal protein, but also to understand what drives various populations when it comes to choosing clean label, more sustainable protein options. Previous market analysis we

conducted identified these countries as the primary European markets where our ingredients are most relevant."

Revyve is rejuvenating the alternative protein scene with its highly nutritious, high-performance yeast-based ingredients created via a proprietary, minimal processing technique. These yeast proteins bear properties similar to egg proteins, are highly versatile, and already have demonstrated abilities to replace eggs (and other texturizers) across a range of sweet and savory food applications. These include sauces, cheese hybrids, baked products, and snacks, allowing consumers to enjoy the same sensory indulgence without compromising on their desire for sustainably sourced ingredients. They also confer clean-label appeal to CPG products.

For more information, visit www.revyve.bio

ELEVATE YOUR PRODUCT PORTFOLIO WITH BUCKTON SCOTT DEUTSCHLAND

In the dynamic landscape of food and wellness, the demand for high-quality ingredients is paramount.

Buckton Scott Deutschland GmbH stands at the forefront, offering a comprehensive range of ingredients tailored for food supplements, cosmetics, and more. As a full-service supplier, Buckton Scott is dedicated to elevating your product portfolio with its expertise and commitment to quality.

Diverse Product Range

Buckton Scott specializes in key ingredient categories:

- **Plant Extracts:** Available in both organic and non-organic forms, these extracts are sourced from strictly controlled cultivation methods, ideal for food supplements and cosmetics.
- **Vitamins:** Produced under the highest quality standards, essential for the health and wellness industry.
- **Amino Acids:** A broad spectrum tailored for sports nutrition and food industries.
- **Specialties:** Exotic and rare ingredients that add unique value to your products.
- **Liposomal Products:** Innovative formulations that enhance the bioavailability of active ingredients, ensuring better nutrient absorption.
- **Bio Organic Ingredients:** Cultivated without synthetic pesticides or fertilizers, these ingredients support sustainability and meet the growing consumer demand

for clean, natural products.

Tailored Solutions for Your Brand Made in Germany

Buckton Scott provides customized Private Label solutions, allowing brands to enter the market without their own production facilities. They manage everything from

Conclusion

In a market where quality is key, Buckton Scott Deutschland GmbH emerges as a trusted partner. With a diverse range of high-quality ingredients, including liposomal and bio organic options, they empower businesses to thrive in the competitive food and wellness sectors. Elevate your



recipe development to packaging, enabling you to focus on growing your brand.

Commitment to Quality and Efficiency

With certifications like IFS Broker, Buckton Scott ensures that trading processes meet the highest security and quality standards. Their global network allows for rapid responses to client needs, whether facing urgent orders or short-term changes.

“Together, let’s create products that resonate with consumers and stand out in the marketplace.”

product portfolio with Buckton Scott and experience the difference in quality and service.

For more information, visit bucktonscott.de or contact their Braunschweig office.



SONAROME AT 45: A JOURNEY OF EXCELLENCE AND A BRIGHT FUTURE WITH ROBERTET

Celebrating 45 years of Sonarome's journey and its evolution under Robertet's global expertise

This year, Sonarome proudly celebrates 45 years of dedication to crafting exceptional flavours, fragrances, and food ingredients. Since its founding in 1979, Sonarome has established itself as a trusted name in the industry, blending innovation, quality, and customer-centricity to deliver world-class sensory solutions.

But this milestone isn't just about looking back. It's also about celebrating a transformative chapter in Sonarome's journey: one year as a part of the Robertet Group. With 175 years of expertise, Robertet is a global leader in natural raw materials, setting the gold standard for sustainable and innovative practices.

Blending Tradition & Innovation: Robertet's Role in India

India has always been a land of extraordinary potential, with its vibrant traditions in natural ingredients and evolving preferences for authentic, high-quality products. Recognizing this, Robertet has used its partnership with Sonarome to deepen its engagement in this diverse and dynamic market.

"India represents a vibrant and evolving market, with a unique affinity for natural and authentic solutions. Through Sonarome, we are delighted to blend local insights with Robertet's global strengths, creating products that resonate with Indian consumers while staying true to sustainable practices." says

Patrick Rogier, CEO of Robertet Group, South Asia.

This collaboration has brought exciting opportunities for innovation, expanding Sonarome's ability to meet the complex demands of a modern and diverse clientele.

Reflections on 45 Years of Excellence

Since its inception, Sonarome has been synonymous with creativity, quality, and collaboration. The company has earned a reputation for its ability to craft tailored solutions that meet the unique needs of its partners in industries ranging from food and beverages to personal care and pharmaceuticals.

"Sonarome's journey has been one of growth, transformation, and collaboration. Our integration with Robertet has amplified our impact, enabling us to continue serving our clients with excellence and contributing to a shared vision of crafting natural, sustainable sensory experiences" reflects

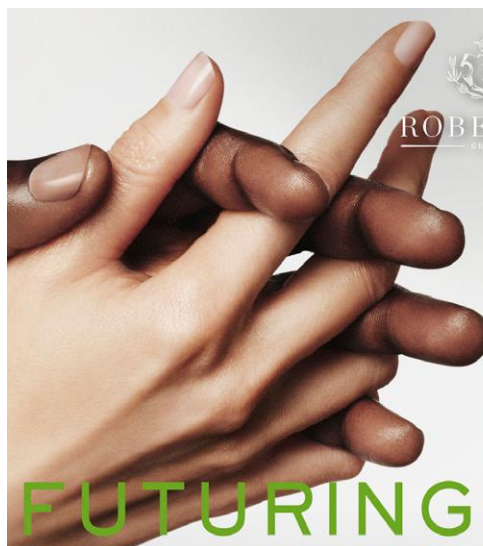
Nitesh Gulhati, CEO of Sonarome.

"This milestone is a testament to the hard work, creativity, and dedication of our entire team. Partnering with Robertet has opened new possibilities for innovation and growth, allowing us to continue delivering exceptional solutions to our clients." adds Ramandeep Gulhati, Chief Technical Officer of Sonarome.

Futuring Naturals: Robertet's Vision for a Sustainable Future

This mission embodies Robertet's dedication to preserving the natural world as the foundation of our future. Acknowledging the urgency of corporate responsibility and the need for sustainable transformation, Robertet strives to act decisively and responsibly. By creating the naturals of tomorrow, Robertet supports its customers in driving meaningful change.

For more information, visit www.sonarome.com, www.robertet.com



FUTURING NATURALS



INNOVATIVE SYNERGY IN BAKING: EXPLORING THE COLLABORATIVE ADVANTAGES OF BAKEMARK BY ANGEL

Abstract

This article examines the strategic collaboration between **Angel Yeast** (a leader in bioactive fermentation) and **BakeMark** (an industrial baking authority), focusing on their joint brand **BakeMark by Angel**. By integrating yeast-derived protein technologies with industrial baking systems, the partnership redefines efficiency, quality, and scalability in regional markets.

Technological Synergy: Bioactive Fermentation Meets Industrial Precision

BakeMark's repository of 5,000+ recipes enables rapid adaptation of yeast-based solutions.

The **2880™ Yeast-Raised Donut System**

leverages this database to balance cost (50% base mix reduction) and shelf life (72-hour stability), addressing high-volume QSR demands.

Synergy Metrics:

- **Fermentation Consistency:** <5% batch-to-batch variation in dough volume.
- **Scalability:** Multi-country ingredient sourcing ensures 99% supply chain reliability.

Product Innovation: Functional Solutions for Diverse Markets

1. Premix Systems with Customizable Functionality

- **Texture Engineering:**
 - The **Clean Label Brownie Mix** allows bakers to toggle between fudgy and cake-like textures by adjusting water content, eliminating the need for additives.



- **All American Cookie Base** enables thickness control (8–12 mm) and crispness modulation through freeze-to-bake protocols.

• **Humidity Resistance:**
- **Super Speedee Glaze** maintains gloss for 8+ hours in high-humidity environments, critical for tropical markets.

2. Cost-Efficiency Drivers

• **Labor Reduction:** Pre-mixes cut manual steps by 50%, as seen in streamlined mixing processes.

• **Waste Minimization:**
The 2880™ system reduces ingredient waste by 22% through precise dosing algorithms.

Client Value: Data-Backed Performance

1. Operational Efficiency

• A regional café chain reduced supply chain costs by 35% after adopting the 2880™ system.

• Bakeries using **UltraRich Crème Cake Mix** reported a 30% reduction in customer complaints related to dryness.

2. Market Adaptability

• A bakery increased dessert revenue by 40% by leveraging the texture-switching capability of Clean Label Brownie Mix for daily promotions.

3. Quality Assurance

• **Dual ISO 22000 and Non-GMO** certifications ensure compliance in multiple export markets.

• Traceability systems cover key ingredients (e.g., premium wheat and plant oils), reducing contamination risks.

Case Study: Red Velvet Cake Mix for Seasonal Campaigns

1. Challenge

A regional bakery needed a holiday-ready product with rapid scalability and consistent quality.

2. Solution

The **Red Velvet Cake Mix** (pre-tested for color stability) reduced prep time by 50%, enabling bulk production within 48 hours.

3. Outcome

• 320 bakeries doubled seasonal sales using the mix.

• Customer satisfaction scores increased by 25% due to uniform product quality.

Future Directions:

Sustainable and Smart Baking

• **Carbon Footprint Reduction:** Optimized logistics lowered CO₂ emissions by 18%.

• AI-Driven Formulation:

Joint R&D labs pilot predictive algorithms to customize premixes based on regional preferences.

The BakeMark by Angel collaboration exemplifies how biotechnology and industrial expertise converge to solve modern baking challenges. With validated efficiency gains, scalable solutions, and rigorous quality controls, the partnership sets a new benchmark for regional markets.

For more information, visit <https://en.angelyeast.com>



THE MILK PRODUCTS GROWTH MARKET: IMPLEMENTING CURRENT TRENDS PROFITABLY

Dairy products are seeing worldwide revenue and sales growth, according to market research firm Innova Market Insights. One of the major drivers of this is new product launches, which grew by 2.6 percent in the last five years. West Europe accounts for the lion's share of launches at 36 percent, followed by Asia and Latin America. Yogurt and cheese, in all their varieties, are among the most popular categories. A major reason for the success of this category is doubtless the fact that it addresses the ongoing megatrends of health, indulgence, and convenience, while repeatedly presenting itself in fresh new ways, as Hydrosol shows with the example of the latest Innova Top Ten Trends.

Ingredients With Added Value

According to Innova, "Ingredients and beyond" is one of the central

trends for 2025. The quality of the ingredients is a major purchase criterion. Consumers want ingredients with added value, such as health benefits, nutritional advantages, freshness, shelf life, or naturalness. An example of this trend is protein enrichment. According to Innova, the main priority is no longer just the protein content alone, but the quality of the protein, its bioavailability, and its absorption in the body. Hydrosol has developed a stabilizing system for the production of milk-based meal replacement drinks that meet these requirements. In addition to high protein content, the system also contains fiber for a satiation effect. To go with this system, sister company SternVitamin has developed a micronutrient premix add-on that delivers essential vitamins and minerals, covering 30 percent of the reference daily requirement.

Tradition Reinvented

Reviving or reinterpreting culinary childhood memories: According to Innova, the "Tradition Reinvented" top trend can be cultural differentiation by country, region, or microregion, or a blend of different influences. Products, ingredients, recipes, seasonings, and packaging forms can express traditions classically or in new ways. Hydrosol addresses this, for example with new ideas for spreadable processed cheese preparations. Thanks to the flexible stabilizing system, these can be made with the addition of cheeses like cheddar. They can be packaged in traditional triangles, as is usual in the West European market, or in jars, as is often done in the Middle East.

For more information, visit www.hydrosol.de



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2:00PM – 10:00PM | RIYADH FRONT EXHIBITION & CONFERENCE CENTRE

SAUDI ARABIA'S LARGEST F&B SOURCING EVENT

1,300⁺

LEADING F&B
EXHIBITORS

100⁺

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MAXIREN®EVO: A REVOLUTIONARY COAGULANT ENZYME FOR ENHANCED CHEESE TEXTURE, TASTE, YIELD, AND FUNCTIONALITY

Dsm-firmenich, innovator in nutrition, health, and beauty, introduces Maxiren®EVO, the latest breakthrough in coagulant enzymes designed to transform cheese production. Maxiren®EVO is engineered with cutting-edge fermentation technology and targets alpha s-1 (αs1) casein via a highly specific mode of action to deliver better texture and flavor development, improved yields, and increased processing flexibility.

Today's cheese manufacturers face multiple challenges, from evolving quality requirements and demand for enhanced texture and taste, to improving sliceability and shredding and optimizing whey value—all while ensuring efficient and sustainable production. Maxiren®EVO helps cheesemakers tackle these modern-day hurdles with one solution. Maxiren®EVO is part of the Maxiren® range, a complete portfolio of 100% pure chymosin enzymes produced by fermentation.

Enhanced flexibility for processing freedom

A standout feature of Maxiren®EVO is its ability to precisely convert αs1 casein into a αs1-i casein, leading to fast curd knitting, superior water binding, better moisture distribution, and improved emulsification. At the same time, its low proteolytic activity ensures the cheese retains its structure and smoothness throughout its shelf life, preventing cutting losses, stickiness, or texture degradation.

This unique combination of features results in cheese with a uniform texture throughout its lifespan. Maxiren®EVO enables cheesemakers to slice and shred their cheese earlier into maturation, providing greater flexibility in processing. Additionally, it helps maintain a high-quality texture throughout the cheese's shelf life, allowing it to be processed and sold even in its later stages—preserving quality for the long term.

Maxiren®EVO also performs exceptionally well at low pH levels,

making it ideal for fast-processing applications like mozzarella production, where pre-acidification is commonly used. Beyond cheese production, Maxiren®EVO ensures no residual enzyme activity after processing, allowing cheesemakers to diversify revenue streams without compromising quality.

Enhancing cheese meltability and appearance

Maxiren®EVO enhances cheese melting by improving water distribution, fat emulsification, and protein integrity, resulting in superior texture, stretch, and appearance. It also prevents hot spots and ensures uniform browning, while its impact on emulsification enhances stretchability by maintaining protein structure and reducing oiling off. This leads to long, smooth strands of melted cheese, a consistent golden-brown surface, and a refined mouthfeel after baking.

For more information, visit www.dsm-firmenich.com





LACRIMA: BULGARIA'S FINEST DAIRY PRODUCER



Established in 1959, Lacrima is one of the most experienced dairy producers in Bulgaria, producing high-quality traditional Bulgarian white brine cheese, yellow cheese, and butter.

Lacrima's plant is one of the oldest in Bulgaria. With an area of 20,000 m², it is one of the largest dairies in the country in terms of production capacity. The plant is located in the town of Pazardzhik, South Bulgaria, near the Rhodope Mountains. The region is famous for its fertile soils, green pastures, cattle breeding, and cheese production.

"Our cheese is handmade by experienced cheesemakers according to a traditional Bulgarian recipe, using only the highest quality Bulgarian milk and carefully selected ferments.

Believing in the vision of the parent company to spread

the brand (Lacrima) beyond the Bulgarian borders, a new factory was established as a second one on the territory of the Hashemite Kingdom of Jordan within the borders of the free zone in the Zarqa region, in order to supply the markets of the Middle East and the Arabian Gulf with a wide range of our diverse products, manufactured with utmost precision and great care using the best ingredients and the best packaging methods."

Today, the Lacrima brand has distinguished itself as a modern and unique product with clear priorities and competitive advantages, through qualified Jordanian cadres who carry out the process of monitoring and testing each batch of raw materials used in the manufacturing processes of our products, the most important of which is the milk that is supplied during the production process, and therefore each product is prepared

in the factory to be subjected to more than (30) quality and health tests.

Lacrima has accreditation with International Food Standard (IFS)- the highest international production standard for quality and hygiene.

"Our products are also Halal certified."

On 01.03.2023, LACRIMA was awarded "Golden Martenitsa" by the president of the Republic of Bulgaria, Mr. Rumen Radev, for a company with serious successes in the home market, which won the trust of Bulgarian consumers.

Lacrima's cheese products won two gold medals at the International Food Fair "The World of Milk" in Sofia in 2014, 2017, 2023, and 2024.

For more information, visit www.lacrimadairy.com



STUDY SHOWS WALNUT-RICH BREAKFAST MAY HELP TO BOOST YOUR BRAIN POWER

New research shows that eating walnuts for breakfast could improve brain function throughout the day.

In a first of its kind study, researchers at the University of Reading found that eating a generous handful of walnuts (50g), mixed into muesli and yoghurt, resulted in faster reaction times throughout the day and better memory performance later in the day when compared to eating a calorie-matched breakfast without nuts.¹

The research, published this month in *Food & Function*, involved 32 healthy young adults aged 18-30 who consumed both the walnut-rich breakfast and the matched breakfast on separate occasions.* Participants completed various cognitive tests while their brain activity was monitored in the six hours after eating each breakfast.

Professor Claire Williams, who led the research from the University of Reading, said:

"This study helps strengthen the case for walnuts as a brain food. A hearty handful of walnuts with breakfast could give young adults a mental edge when they need to perform at the top of their game. It's particularly exciting that such a simple dietary addition could make a measurable difference to cognitive performance."

The researchers suggest that walnuts' mix of nutrients - including omega-3 alpha linolenic acid (ALA), protein, and plant compounds, may enhance cognitive performance. Walnuts are the only nut to provide an excellent source of omega-3 ALA

(2.7g/30g), which has been researched to support brain health, heart health and more.² Walnuts also provides 4 grams of plant-based protein along with a variety of other nutrients in just one handful.³

While these results build on past research, it is the first to examine the immediate effects of walnuts on brain function in young adults throughout a single day.

"This study went further by exploring how a dietarily achievable measure of walnuts could benefit our cognitive performance in a sample of healthy young adults aged 18-30. The group who had consumed the walnuts as part of their breakfast showed signs of better memory and greater mental flexibility when completing cognitive tasks at various points across the course of the day," explains Williams.

Gaining a healthy breakfast habit improves the quality of life of individuals.

Sharing her opinions on the research, Dietitian Olcay Barış said, "The region we live in places great importance to breakfast due to the eating habits and cultural structure. Our traditional breakfast is one of the pillars of a healthy diet with the diversity of foods and nutritious components. Breakfast not only contributes to physical health but is also promotes socialization and helps preserve cultural heritage. Gaining a healthy breakfast habit improves the overall quality of life of individuals."

Emphasizing the importance of breakfast content, Barış added, "The contents of a breakfast may vary depending on the age, health and daily activity level of the individual. Nevertheless, the basic principle is to provide a balance consisting of eggs and cheese which are sufficient protein sources; walnuts and olive oil which are healthy fat sources; whole wheat bread and oatmeal which are complex carbohydrates, and seasonal vegetables which are rich in fiber."

The results of this study offer promise for the role of walnuts in improving cognitive performance in young adults. More research, in larger and more diverse populations, is needed to confirm the results.

Putting this research into action is as simple as adding a handful of walnuts to your breakfast or trying out new recipes:

- Walnut & Oat Crusted Veggie Egg Cups are the perfect grab and go breakfast.

- Sweeten up your breakfast and take the stress out of your mornings by preparing these overnight oats the night before with these Banana Walnut Bread Overnight Oats.

- Tuna Salad Sandwich with Apples and Walnuts is a perfect choice for busy mornings when you need something quick yet nutritious, helping you start your day full of energy.

References:

"This research was funded by the California Walnut Commission. The funder made no contribution during the design or implementation of the study, nor in the interpretation of findings or the decision to publish."

1. Bell L, Dodd GF, Jeavons M, Fisher DR, Whyte AR, Shukitt-Hale B, Williams CM. The impact of a walnut-rich breakfast on cognitive performance and brain activity throughout the day in healthy young adults: a crossover intervention trial. *Food Funct.* 2025 Feb 10. doi: 10.1039/d4fo04832f. Epub ahead of print. PMID: 39924976.

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WE'RE ALL ABOUT AVOCADO!



Salud Foodgroup Europe was founded in 1995. A business born out of a passion for good food. Today, almost 30 years later, we are a renowned company that has retained the objectives it set itself at the outset: an exceptional product, exceptional service and the constant quest for innovations.

"We're proud of our products and can confidently call ourselves specialists in Avocado products, Appetizers, Tortillas & Pitas and Fruit & Vegetables."

"When you walk through the doors of our office in the Oosterhout, the Netherlands, you'll find the kitchen at the centre of the building. In this kitchen, our R&D department is constantly working on new recipes, new products or creating customized products. In the same building, you'll find our Sales, Supply Chain, Quality, Marketing, Packaging, Finance, Human Resource and IT teams, all working together to serve our customers around the world."

RANGES OF FROZEN PRODUCTS

We're all about avocado

The secret of our

delicious avocado products lies in the fact that we use the best Hass avocados in the world. Our avocados are grown by trusted suppliers who share our values of sustainable development and ethical practices.

We stock over 100 Avocado based items, such as our Avocado burgers and Avocado appetizers, such as fries and bites, which are inventive and highly recommended. Our assurance of a regular supply of avocado products throughout the year and our wide range of products make us a unique and internationally recognised avocado expert.

Salud's Appetizers are delicious!

"From traditional Mozzarella sticks to original Guacamole-cream cheese bites, we've got Appetizers for everyone to enjoy. We select the finest ingredients for carefully crafted products. Many of our Appetizers are vegetarian, some even vegan, and they are conveniently oven-friendly."

When you choose Salud, you're choosing abSALUD the best!"

For more information, visit www.saludfoodgroup.eu



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PRIORITISING FOOD SAFETY PERFORMANCE AT IFFA 2025



The Fortress Technology Meat Pump inspect high-viscosity proteins, including meat and plant-based sausages and burgers.

Food safety metal detection, X-ray and checkweighing specialist Fortress Technology will reveal a full range of food processing inspection systems that can be easily integrated on any ingredient, meat processing and food packaging line at IFFA 2025. Discover how to reduce food waste by increasing inspection sensitivity and system reliability at Hall 9.1, booth D41.

Detecting any product defects, contaminant, process and packaging problems with 100% accuracy, the sensitive range of Fortress systems offers full compliance with all major GFSI food industry guidelines, including IFS, BRCGS, HACCP, SQF and FSSC 22000. Providing more reliable protection against consumer complaints and retailer recalls.

As one of the fastest growing global suppliers of food safety equipment for bulk, snack, bakery, meat processing, dairy, prepared meals and confectionery applications, IFFA visitors can also view an extensive range of networked digital tools. Designed specifically to increase traceability and address the risk of manually documenting and storing paper records.

New hygienic high-performance X-ray

Strengthening food safety programs globally, Fortress presents to IFFA 2025 visitors the new Icon X-ray. Ultra-hygienic, this X-ray inspection system can be equipped with internal view cameras and an integrated automatic reject device to optimise floor space.

Using a proprietary IA+ algorithm the Icon X-ray's unmatched processing and detection power adapts to variable-density products that present with metal, ceramic, glass and high-density plastic contaminants. In addition, IA+ will be able to adjust seamlessly to future machine learning features.

Robust, hygienic and easy to clean, the Icon X-ray also comprises a fully enclosed, maintenance-free air-cooled generator. As well as maximising detection sensitivity, this generator is proven to significantly extend the

lifespan of the Icon X-ray generator.

Retail-ready Raptor Combi

Also prioritising food safety, the Raptor Combi metal detector and checkweigher features state-of-the-art metal detection infeed, outfeed, reject, bin full and bin door lock sensors, covering every phase of the inspection process. With all major supermarket Codes of Practice pre-programmed, this machine always prioritises HACCP-driven metal detection performance and automatically addresses application-specific product effect.

The Raptor Combi on show at IFFA 2025 also features a drop flap reject. This segregates metal contaminant waste from weight rejects, meeting food safety regulations while maintaining machine uptime.

For more information, visit <https://fortresstechnology.co.uk>



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BRADMAN LAKE AUTOMATES BAGEL PACKAGING WITH NEWLY DEVELOPED ON-EDGE COLLATOR

Bradman Lake, a leader in providing innovative packaging solutions, has developed a new on-edge collator to automate the packaging of bagels into Polypropylene bags. This system was designed to meet the needs of a New York based bagel manufacturer who wanted to expand their sales to include retail stores and automate their packaging line.

The customer's product shape was irregular and had various different toppings, which made it challenging to collate on edge. With the help of Bradman Lake's expertise, the customer's requirement for slicing and collating of their bagels on edge was fulfilled with a newly developed bagel slicer and collator, which was incorporated into Bradman Lake's already

established Bagel Bagging Machine.

The new collator is designed to provide the customer full control of the product compared to other systems in the market that use a gravity feeder. The machine offers multiple benefits including easy operation with fewer adjustments required, improved accuracy and reliability when handling variable product

collations, shapes and sizes, as well as increased efficiency with faster speeds of up to 60 bags per minute.

"We are always looking for ways to improve our machines so that we can provide customers with quality and reliable machines that increase efficiency and productivity," said John Marlee, Managing Director of Bradman Lake. "As each bagel is handled individually, our new on-edge collator is ideal for customers who need to pack bagel with variable tolerances, shapes and sizes."

Bradman Lake has been providing customers with innovative packaging solutions since 1948. They specialise in designing unique solutions tailored specifically to each customer's individual needs. Their team of experienced engineers have the knowledge and expertise necessary to develop state-of-the-art equipment that meets even the most complex requirements.

With this new addition to their range of products, Bradman Lake continues to be at the forefront of providing innovative packaging solutions for customers around the world.

For more information, visit www.bradmanlake.com





PROCESSING AND PACKAGING SOLUTIONS FOR MAXIMUM EFFICIENCY AND SUSTAINABILITY

At this year's IFFA in Frankfurt (3–8 May 2025) the MULTIVAC Group will be presenting its wide range of equipment, covering all aspects of processing and packaging for fresh meat, processed meat products and alternative proteins under the motto #Think connected.

The flexible machines and lines increase efficiency and reduce the need for personnel, so that the rising challenges of cost pressure and staff shortages in the sector can be countered – whether in companies producing handcrafted products or in industrial-scale manufacturing.

Recyclable packaging materials, optimised pack designs and more sustainable production processes all meet the demands for sustainability. The innovations and solutions to be exhibited include

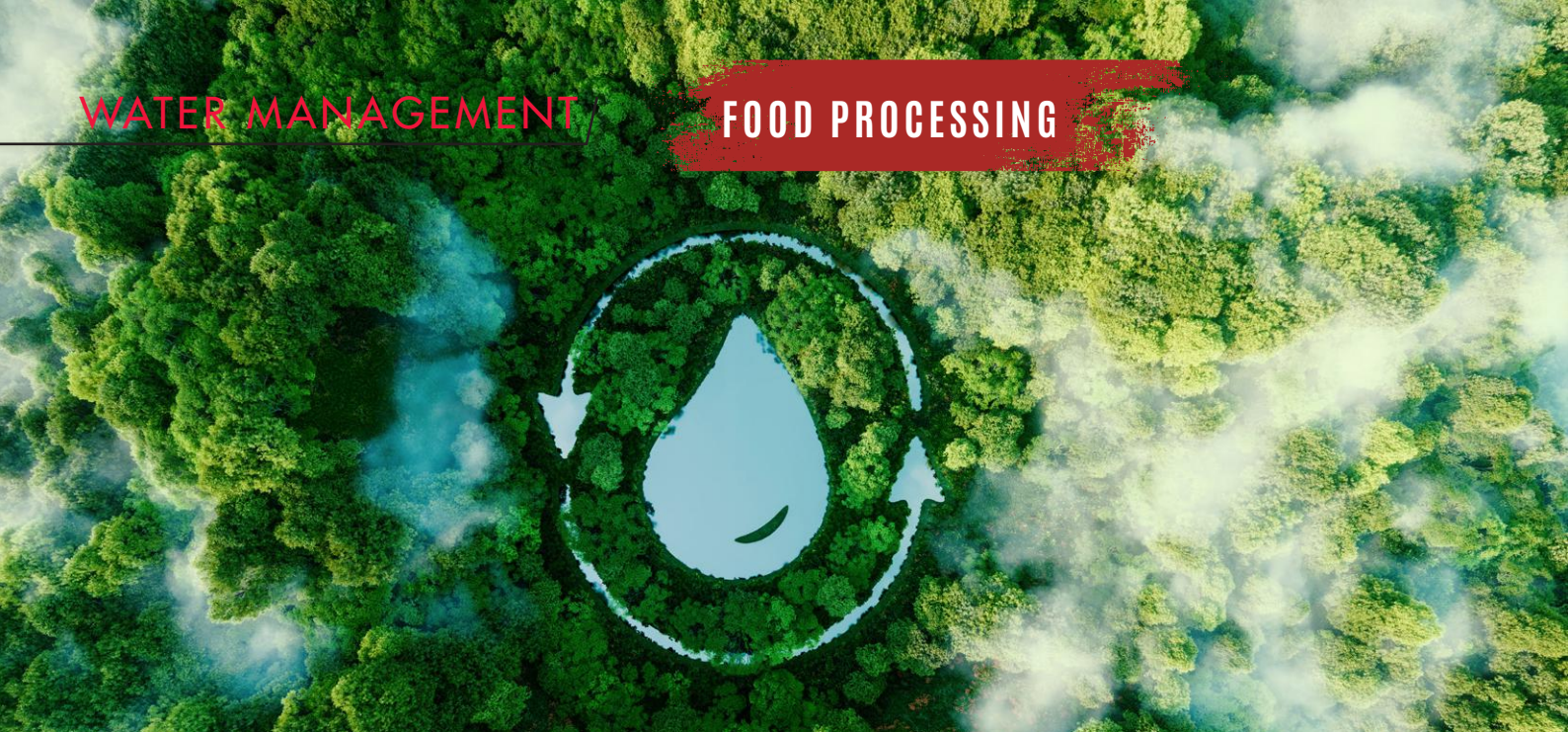
individual machines as well as lines and digital solutions, which make it possible to achieve highly efficient portioning, slicing, loading, packaging, labelling, inspection and box packing with equipment from one source. The focus of the company's presence at the trade fair is on:

- **Cost savings:** The solutions from MULTIVAC increase efficiency and reduce the need for personnel. On the exhibition stand there will be a demonstration, of how customers can operate a fully automated portioning and packaging line with up to 70 percent fewer personnel.
- **Increased flexibility:** The company's flexible solutions make almost anything possible, whether it is product change on a sliced meats line during running operation with up to 95 percent less

downtime, or whether it is a single line capable of portioning and packaging up to 97 different items.

- **Simple and reliable operation:** Uniform user interfaces that can be operated intuitively for portioning machines, slicers and packaging machines throughout the whole line, making it possible for users to be consistently productive at the highest level. Thanks to MULTIVAC Line Control, it is possible for example to reduce by up to 80 percent the distance that operators have to walk throughout the line.
- **Live demonstrations:** In the Slicer Marquee (outside Hall 12) visitors will be able to see for themselves the benefits of MULTIVAC slicers in live operation with meat products.

For more information, visit <https://ae.multivac.com>



OPTIMISE YOUR OPERATION WITH ADVANCED WATER MANAGEMENT

Water is a crucial resource in the food processing industry, essential for tasks ranging from washing raw materials to cleaning equipment and serving as an ingredient in numerous food products. As global populations increase and climate change intensifies water scarcity, the need for sustainable water use in food processing is more urgent than ever.

Industrial food processors face significant challenges related to water usage. On average, these facilities consume substantial volumes of water daily, impacting local water resources and escalating operational costs. The high volume of water consumption underscores the need for efficient water management strategies to sustain operations while minimising environmental impact.

To address these challenges, the food processing industry is increasingly adopting sustainable practices that enhance both sustainable food production and economic efficiency. Central to this effort is the use of high-efficiency equipment, which plays a crucial role in optimising water usage during

cleaning and processing. By reducing water consumption, these practices also lower associated energy costs for heating and cooling water.

Optimising water efficiency is a fundamental strategy for innovative food processors. Techniques like adjusting water flow rates, cascading water from cleaner to dirtier processes, and implementing on-line clean-up for re-use significantly reduce water consumption while upholding stringent hygiene standards. By enhancing operational efficiency in this way, processors not only achieve substantial cost savings but also fortify their competitive edge in the market.

At Heat and Control, advanced water management is a key focus of our research and development. We leverage our profound understanding of customer processes and equipment to pioneer innovative solutions for water use, recovery, and clean-up. Through continuous innovation, we empower our customers to conserve and reuse water effectively, thereby advancing environmental sustainability and operational efficiency.

The impact of water usage extends beyond operational boundaries. It

influences both environmental sustainability and economic viability. By embracing proactive water conservation measures, food processors can mitigate their environmental footprint and reduce operational expenses.

This dual-benefit approach not only supports long term sustainability goals but also enhances brand reputation in an increasingly sustainability focused market. Moreover, implementing cutting-edge water management solutions can open up new market opportunities in water stressed regions that would otherwise be inaccessible.

Amid increasingly stringent regulatory frameworks worldwide regarding water use and wastewater discharge, Heat and Control empowers its customers with advanced technologies for water use, recovery, and clean-up. This support enables them not only to meet stringent standards, avoid penalties, and maintain operational licenses but also to enhance market reach and foster a positive public image.

info@heatandcontrol.com
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AHMAD ABED TRANSFORMS INTO A HOLDING POWERHOUSE, LEADING FOOD MANUFACTURING, RETAIL AND DISTRIBUTION INNOVATION IN THE REGION

In March 2025, Ahmad Abed Trading Company transitioned into a holding company, rebranding as Ahmad Abdulwahab Abed Holding Company. This pivotal move marks the beginning of a new era, emphasizing strategic growth and expanding regional influence. The transition reflects the company's remarkable journey from a specialized trading firm into a diversified powerhouse, now overseeing a broad portfolio of subsidiaries across the food and hospitality sectors in Saudi and beyond.

At the heart of the holding structure is BakeMate, the company's Flagship manufacturing arm, which has undergone significant expansion to meet surging demand. With state-of-the-art production lines, advanced R&D capabilities, and scalable infrastructure, BakeMate has become a regional benchmark for high-quality baking ingredients and ready mixes. Its flexibility in private label manufacturing has

unlocked opportunities for strategic partnerships across the Middle East, Africa, and beyond, solidifying BakeMate's position as a key regional export hub.

Alongside expanding BakeMate's production capacity, the holding company has launched a comprehensive brand development initiative. New brands like Chocomate, Alya Gourmet, and Alya Garden are being cultivated to serve niche market segments, ranging from premium confectionery to gourmet dairy and specialty pantry products. These emerging brands showcase the group's dedication to innovation, quality, and consumer-focused solutions.

The group also manages Moltaqa Al Khabazeen, the leading Bakery retail platform catering to both professional and home bakers, followed by Khadija Cold Storage livestock Company, which optimizes logistics and ensures a temperature-



Eng. Ahmad Abdul Wahab Abed
Founder & Chairman

controlled high standards supply chain. Together, these subsidiaries create a seamless ecosystem, ensuring a smooth journey from raw material sourcing to the end-user experience.

The restructuring into a holding company allows for centralized strategic decision-making, aligned marketing operations, and the flexibility to expand quickly and efficiently. As Ahmad Abdulwahab Abed Holding Company enters this new chapter, it is not only strengthening its domestic market presence but also setting its sights on international growth, leading the charge for Saudi excellence in food manufacturing and distribution.

For more information, visit
www.aaabed.com

"With state-of-the-art production lines, advanced R&D capabilities, and scalable infrastructure, BakeMate has become a regional benchmark for high-quality baking ingredients and ready mixes."



SECOND EDITION OF SAUDIFOOD MANUFACTURING TO SPOTLIGHT MEGATRENDS & INNOVATIONS IN FOOD PRODUCTION

Building on the phenomenal success of its inaugural 2024 edition, the second SaudiFood Manufacturing show is set to return from 13 – 15 April at Riyadh Front Exhibition and Conference Centre. This year's edition will be packed with exhibitors, buyers and international expert speakers as the Kingdom continues to enhance its position as a regional leader in the F&B industry. The event will be held under the patronage of Saudi Arabia's Minister of Industry and Mineral Resources, His Excellency Bandar bin Ibrahim AlKhorayef, with the Saudi Authority for Industrial Cities and Technology Zones (MODON) as Strategic Partner.

SaudiFood Manufacturing is the first and only dedicated F&B manufacturing event in the Kingdom spanning processing, packaging, ingredients, supply chain solutions, and control and automation, convening the industry to chart a course towards a more sustainable, resilient, agile and efficient future in the Kingdom.

The exhibition will convene over 550 global brands, including industry powerhouses: Allagro, Al Watania, Anasia, Azelis, Brenntag, Buhler, FSL, Kanoo, Kaydee, MEPEQ, Multivac, Napco, Novonesis, Provisur, Reda, Sapin, UCIC and many more. Country pavilions exhibiting this year include: France, Netherlands, UK, Turkiye, India, Switzerland, Spain, Pakistan, Egypt, Jordan, China and Italy.

The staging of the event comes at a time where Saudi Arabia's food sector is valued at \$55 billion, with the growth of food industry companies in Saudi Arabia increasing by more than 31% in recent years. The burgeoning Saudi F&B manufacturing industry continues to reflect strategic growth and importance within the nation's economy. Saudi Arabia's Ministry of Environment, Water and Agriculture (MEWA) announced plans last year to localise 85 percent of the country's food industry by 2030.

Trixie LohMirmand, CEO of KAOUN International, said: "SaudiFood

Manufacturing has established itself as an industry-leading trade event, garnering interest from leading global production players, and serves as a powerful springboard for the industry to take its place at the heart of Saudi Arabia's burgeoning industry, transforming Saudi Arabia's food processing landscape."

For professionals in F&B manufacturing, the SaudiFood Manufacturing Show offers a strategic platform for exhibitors to present their products, services, and solutions to prominent buyers, with opportunities to discover tailored solutions for your business, build new professional relationships, strengthen existing ones, and execute high-value business deals over the three days.

SaudiFood Manufacturing show timings are from 2pm – 10pm daily. Tickets to the event are complimentary for trade professionals and available on www.saudifoodmanufacturing.com



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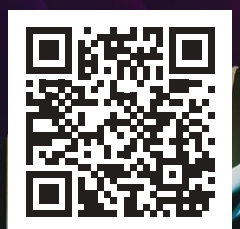


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TUTTOFOOD MILANO 2025 SET TO WELCOME THE GLOBAL F&B INDUSTRY WITH ITS BIGGEST EDITION YET

The international food and beverage community is gearing up for one of the industry's most significant gatherings as TUTTOFOOD Milano 2025 returns from May 5–8, 2025, at Fiera Milano in Rho. For the first time under the management of Fiere di Parma, the highly anticipated trade show is set to deliver an unprecedented business and networking experience, connecting industry professionals from across the globe.

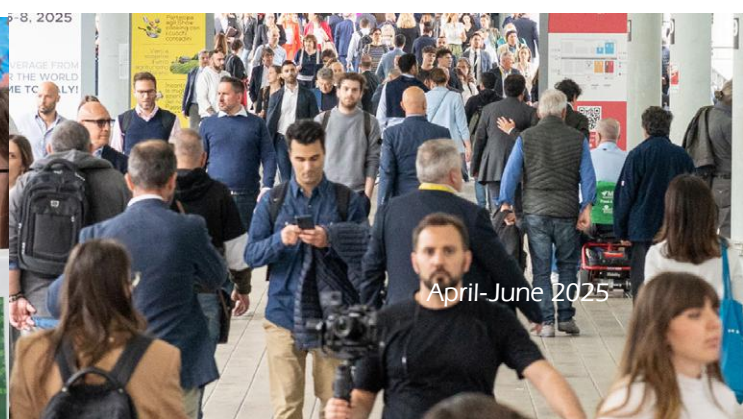
Recognized as a leading F&B platform, this year's event will host over 3,000 exhibitors from 35 countries and is expected to welcome more than 90,000 professional visitors, including

a growing delegation from the Gulf and Middle East regions. TUTTOFOOD 2025 is backed by a robust Incoming Program, developed in collaboration with the ITA – Italian Trade Agency, ensuring strong international participation.

Riccardo Caravita, Food & Beverage Brand Manager at Fiere di Parma, commented on the new direction of the show: "The 2025 edition promises to be the biggest and most complete ever, featuring new product categories and special sections. Since acquiring TUTTOFOOD, our priority has been to completely revamp the layout, enhancing the experience for both exhibitors and visitors."

The event will span 10 halls — up from 7 in 2023 — offering a dynamic and accessible design that creates new business opportunities. A major highlight is the introduction of the International Pavilion, developed in partnership with Koelnmesse Italia (organizers of Anuga Cologne). This space will showcase curated regional and national specialties from around the world, underscoring TUTTOFOOD's mission to promote quality food and nutrition models on a global scale.

TUTTOFOOD Milano 2025 will cover a diverse range of product categories, including dairy, meat, grocery, deli, fruit & vegetables, frozen food,





Riccardo Caravita
Food & Beverage Brand Manager
at Fiere di Parma

seafood, bakery, snacks, and confectionery. Among the key new features are the dedicated Beverage Pavilion and an expanded Start-Up Area, spotlighting the latest trends and innovations from emerging

businesses across Italy and beyond.

For professionals in Foodservice, Retail, and Hospitality, the event presents a one-of-a-kind platform to explore the Italian market and discover the best in authentic Italian and global cuisine. Special areas such as the Bellavita Pavilion and the Italian Specialty Selection Area will celebrate premium Italian offerings — from artisanal extra-virgin olive oil and aged cheeses to buffalo mozzarella and Sicilian desserts.

Adding to the excitement, TUTTOFOOD introduces the new TUTTOFOOD Week, an immersive off-show initiative

running from May 3–8, 2025.

Speaking to M. Matt, Managing Editor of Food Business Gulf & Middle East magazine, Riccardo Caravita explained the concept: “TUTTOFOOD Week merges business with Milan’s vibrant cultural scene under the theme ‘Feed the Future.’ It will feature tastings, conferences, and exclusive evening events in iconic locations. For Gulf operators, this is an unparalleled opportunity to engage with global food trends, discover emerging consumption models, and draw inspiration for their local markets while addressing the social and environmental dynamics shaping the future of the food industry.”

TUTTOFOOD

INTERNATIONAL FOOD EXHIBITION MILANO

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Macfrut 2025 is set to become a global hub for innovation in horticulture with the debut of the International Symposium on Biotechnological Tools in Horticulture. Taking place at the Rimini Expo Centre from 6–8 May during the 42nd edition of the international trade fair for the fruit and vegetable supply chain, the Symposium marks a significant milestone in the integration of cutting-edge biotechnology into the sector.

Sponsored by the International Society of Horticultural Science (ISHS), in collaboration with the Department of Agricultural, Food and Environmental Sciences of the Marche Polytechnic University, the Symposium is coordinated by Silvia Sabbadini, Angela Ricci, Luca Capriotti, and Bruno Mezzetti. It will gather leading international experts to promote dialogue between plant biotechnology researchers and professionals in the production chain.

Over the course of three days, the event will bring together the world's leading experts in the field and provide an opportunity for dialogue between plant biotechnology researchers and those involved in the

BIOTECHNOLOGY SYMPOSIUM



MACFRUT 2025: WORLD CAPITAL OF BIOTECHNOLOGY IN HORTICULTURE

production chain. Specifically, the Symposium will focus on topics related to the use of biotechnological tools in the fruit and vegetable sector: in vitro cultures, functional genomics studies and various 'omics' for plant genotyping/phenotyping, as well as new precision breeding technologies (genome editing and cisgenesis/intragenesis).

In addition to scientific and technical topics, the Symposium will address key issues such as the socio-economic impact of biotechnology, biosecurity, and public acceptance of its application in fruit and vegetable production.

According to the Symposium coordinators, Macfrut 2025 offers a unique opportunity to showcase progress made by academic and private research institutions, while fostering collaboration across disciplines. As

global agriculture faces increasing challenges – particularly due to climate change – biotechnological tools are seen as vital for developing sustainable and safe production systems that reduce dependency on external inputs.

The goal, as emphasized by the coordinators, is to make crops more adaptable to stress factors like water scarcity and pathogens, while deepening our understanding of gene functions and plant metabolic processes.

The event will begin on Monday 5th May with a series of technical field visits to several companies in the Emilia-Romagna region. From Tuesday 6 to Thursday 8 May, the Symposium will take place at Macfrut (Rimini Expo Centre), where various sessions will be held in a dedicated exhibition area. The final event will take place on Friday 9 May at the Biotech School of the Marche Polytechnic University in Ancona.

For more information, visit www.macfrut.com



MAC FRUIT 2025



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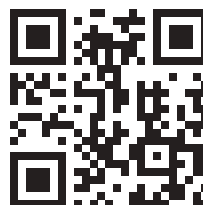
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IFFA 2025: THE LEADING GLOBAL EVENT FOR THE MEAT AND PROTEIN INDUSTRY

The year 2025 marks the arrival of one of the most significant events for the global meat and protein industry — IFFA 2025.

From May 3 to May 8, the Frankfurt exhibition grounds will serve as the hub for innovations in meat and alternative protein processing, packaging, and sales. Industry professionals, exhibitors, and experts from around the world will gather to explore cutting-edge solutions, new trends, and groundbreaking technologies.

The main topics of IFFA 2025

IFFA is the place to see the latest

developments and solutions for the sector. In 2025, the range of products and services offered by exhibitors and the event programme will focus on the topics of 'Reaching next level performance', 'Creating value from data', 'Putting sustainability into action' and 'Creating product variety'.

IFFA Worlds: product groups

The 'IFFA Worlds' combine the offers of the individual product groups and create even closer links between the processing steps. A new addition is the 'New Proteins' area.

- **World of Processing:** Solutions for safe and efficient processing of meat and proteins.

- **World of Packaging:** Innovative concepts for protecting, preserving and presenting food.

- **World of Ingredients:** Essential components for flavour, structure and quality.

- **World of New Proteins:** Technology, ingredients and research for all types of meat alternatives.

- **World of Skills & Sales:** Knowledge and skills for first-class craftsmanship and enthusiastic customers.

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DMG EVENTS' DESIGN AND HOSPITALITY SHOWS STRENGTHEN DUBAI'S GROWING STATUS AS GLOBAL-LEADING HUB FOR INNOVATION

INDEX, The Hotel Show, and WORKSPACE reflect a combined heritage of more than 30 years, as over 30,000 industry visitors expected to attend trio of co-located shows from 27-29 May 2025 at the Dubai World Trade Centre.

Dubai is set to reinforce its standing as the Middle East's and Northern Africa's epicentre of interior design and hospitality this May when it hosts the region's most influential design and hospitality trade show event series. INDEX, The Hotel Show, and WORKSPACE—organized by dmg events—return to Dubai World Trade Centre (DWTC) from 27th-29th May, with their co-location ensuring an unparalleled platform for buyers from across MENA to connect with the world's biggest and most innovative brands.

With a combined heritage of 30 years, the co-located shows unite the full spectrum of interior design, hospitality, and workspace innovation, reinforcing Dubai's role as the region's premier destination for architects, designers, hoteliers, F&B professionals, and industry leaders to connect for business. Combined, the shows will span 55,249 sqm, feature over 70 countries, and are expected to attract more than 33,000 industry visitors, including buyers from retail, hospitality, commercial real estate, and procurement.

"Dubai's transformation into a global design and hospitality hub is driven by visionary leadership,

world-class infrastructure, and its strategic location," said Elaine O'Connell, dmg events' Senior VP of Design and Hospitality. "As a centre for business, trade, and innovation, it seamlessly connects industry leaders, creatives, and investors worldwide."

The co-location of INDEX, The Hotel Show, and WORKSPACE offers a fully comprehensive design and hospitality ecosystem where professionals can source products, gain insights, and forge meaningful business connections. O'Connell added: "With a carefully curated mix of new and established brands, emerging talent, and transformative solutions, these shows embody the energy and creativity that make Dubai the region's leading design capital and champion its fostering of innovation and ability to set new industry benchmarks."

For more than 30 years, INDEX has been the flagship event for the Middle East and North Africa's (MENA) interior design and fit-out industry. The

event gathers thousands of industry leaders – including architects, designers, retailers, and distributors – to explore groundbreaking design solutions across key product sectors, including furniture, lighting, décor, kitchen and bathroom, smart home technologies, flooring and surfaces and more. The highly anticipated INDEX Design Talks will again serve as the industry's think tank, hosting debates and discussions that address the biggest trends and challenges shaping interior design.

Meanwhile, more than 20 years of success has seen The Hotel Show evolve into the region's largest and longest-running hospitality trade event, connecting global suppliers with key buyers from across MENA. The event features an unmatched lineup of products spanning hotel technology, F&B services, textiles, wellness solutions, and cleaning innovations.





THAILAND STRENGTHENS POSITION AS ASIA'S HORECA HUB WITH THAIFEX – HOREC ASIA 2025

Minister of Commerce Reports 4 Billion Baht in Trade Deals

Thailand has reaffirmed its status as Asia's leading hub for the hotel, restaurant, café, and catering (HoReCa) industry with the successful completion of THAIFEX – HOREC ASIA 2025.

Held from March 5–7 at IMPACT Exhibition Center, Muang Thong Thani, the event was inaugurated by Mr. Pichai Nariphaphan, Minister of Commerce, and jointly organized by the Department of International Trade Promotion (DITP), the Thai Chamber of Commerce (TCC), and Koelnmesse (KM) from Germany.

Now in its second edition, the trade show exceeded expectations, generating over 4 billion baht in trade value and attracting more than 20,000 visitors, buyers, and industry



professionals from around the world.

Driving Growth in Thailand's HoReCa Industry

During the opening ceremony,

Minister Pichai highlighted the continued expansion of Thailand's hospitality sector, crediting the country's strong tourism industry & post-pandemic recovery. He emphasized that



THAIFEX – HOREC ASIA 2025 provided an essential platform for businesses across the entire HoReCa supply chain, enabling them to showcase innovations, form strategic partnerships, and explore new market opportunities.

The Thai government has been actively strengthening international trade through new and expanded Free Trade Agreements (FTAs). The recent THAI-EFTA FTA, Thailand's first FTA

with the European Union, along with the THAI-Bhutan FTA, are expected to enhance trade prospects.

Additionally, Thailand is in the final stages of securing FTAs with Israel, the UAE, South Korea, Canada, and the UK, which will further attract foreign investment and benefit the HoReCa sector.

A Comprehensive Showcase of HoReCa Innovations

Spanning 27,000 sq.m. of exhibition space, this year's event featured

over 460 exhibitors from 25 countries, making it even larger than the inaugural edition. The exhibition covered all key aspects of the industry, including bakery and ice cream, café and bar, cleaning and laundry, dining, furnishing, kitchen equipment, services, technology, and wellness, with a special HoReCa Food zone showcasing the latest culinary innovations.

Exciting Competitions and Industry Highlights

The event also hosted a series of engaging competitions and industry showcases. The ASEAN Barista Team Championship brought together top baristas from across the region, while the Thailand Ultimate Housekeeping Challenge tested the skills and efficiency of hospitality professionals. The THAIFEX – HOREC Xperiential Zone provided attendees with insights into emerging industry trends, and the Asian Pizza Show Academy featured live demonstrations from renowned pizza chefs.

The THAIFEX – HOREC Academy was another key highlight, offering expert-led seminars, workshops, live cooking demonstrations, and interactive sessions covering a wide range of industry topics. These sessions provided valuable insights into the latest developments

in hospitality, food service, and technology.

International Media Participation

As part of its global media outreach, the Department of International Trade Promotion (DITP), Ministry of Commerce, Thailand, hosted a select group of international journalists to provide worldwide coverage of THAIFEX – HOREC ASIA 2025.

Among them was M. Matt, Editor of Food Business Gulf & Middle East, who was invited from the United Arab Emirates to attend and report on the event. His live digital coverage offered industry professionals valuable insights into the latest advancements in the HoReCa sector, further reinforcing the publication's role in connecting businesses across international markets.

The event also featured high-level business engagements and strategic trade deals, further solidifying Thailand's reputation as a regional leader in the hospitality and food service industries.

THAIFEX – HOREC ASIA 2025 concluded on a high note, paving the way for continued growth and innovation in the years ahead.

THAIFEX – HOREC ASIA 2026 will take place in Bangkok from 11-13 March 2026.

EU ORGANIC FOOD: STRENGTHENING MARKET PRESENCE IN THE UAE



The second year of the "EU Organic Food – Good Choice" campaign, co-financed by the European Union, was a period of intense promotional and informational activities aimed at increasing the recognition of European organic food in the United Arab Emirates (UAE). From March 2024 to February 2025, the campaign focused on direct engagement with distributors, importers, and consumers, promoting European organic products as a symbol of high quality and sustainable production standards.

Participation in Key Industry Events

A significant component of the campaign was participation in two major industry trade fairs in the UAE: the Middle East Organic & Natural Products Expo in Dubai (November 18-20, 2024) and the Abu Dhabi International Food

Exhibition (ADIFE) (November 26-28, 2024). The campaign's stand attracted strong interest from food industry representatives, and numerous B2B meetings provided European producers with valuable opportunities to establish new business connections.

The campaign's activities culminated in a press event in Dubai, which gathered media representatives and local influencers. Guests had the opportunity to taste European organic products and learn more about the EU's organic food production process, its nutritional benefits, and strict certification standards. This initiative further reinforced the perception of European organic food as a safe and premium-quality choice.

Study Visits – Experiencing Quality at Its Source

In 2024, the campaign also organized two study visits for UAE

delegations to Poland, allowing importers, distributors, and media representatives to gain firsthand insights into European organic farming and food production. Participants visited organic farms and processing facilities, where they learned about the rigorous certification standards and high-quality production processes. A key highlight of these visits was the tasting of traditional European organic specialties, prepared according to authentic recipes and in line with EU organic farming principles.

Reaching Consumers Directly – Supermarket Tastings

A new initiative in the second year of the campaign was the introduction of tasting points in Lulu supermarkets in Dubai. This strategy brought European organic products directly to consumers, giving them the opportunity to experience the authentic taste and high quality of EU-certified organic food. The initiative received highly positive feedback and further increased consumer interest in European organic products.

Follow our future activities at:
<https://euorganicfood.eu>



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