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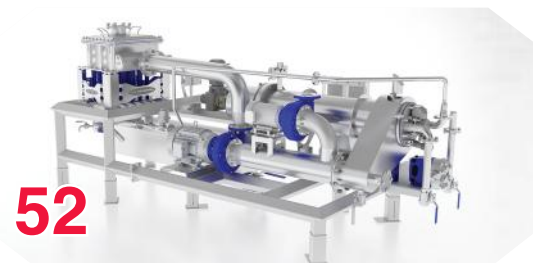
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Food Business Gulf & Middle East is designed to serve the fast growing Food, Fresh Produce, Ingredients, Bakery, Hotel, Hypermarkets, Restaurants & Catering industries in the Gulf and Middle East region by providing the expert information to our readers 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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AL ISLAMI FOODS LAUNCHES PREMIUM EXTRA-LARGE SHRIMPS

Al Islami Foods, a UAE pioneer in the wholesome food products sector and a global leader in halal poultry and meat products, is excited to announce the launch of its Extra-Large Shrimps range with three products. Sourced from pristine waters and meticulously prepared to ensure quality, this premium offering underscores Al Islami's commitment to delivering healthy, sustainable, and flavourful seafood options for discerning consumers.

The new Extra Large Shrimps bring together exceptional taste and impressive nutritional benefits, making them a standout choice

for families and food enthusiasts alike as they are wild-caught, free from added hormones, free from antibiotics, keto-friendly, and a rich source of protein.

Aligned with Al Islami Foods' reputation for quality and trust, the Extra Large Shrimps cater to a variety of dietary preferences, including keto and high-protein diets. The natural flavour and texture make them ideal for diverse recipes, from grilled delicacies to hearty curries and fresh salads. The launch of Extra Large Shrimps reinforces its promise to bring premium, ethically sourced, and nutritious products to households across the region.

"Consumers today are increasingly looking for wholesome and sustainable meal options that are least processed, and our Extra Large Shrimps are a perfect fit. With no added hormones or antibiotics, these shrimps are as natural as the ocean and frozen to lock all nutrients, delivering a superior culinary experience for our customers."

The Extra Large Shrimps will be available at leading retail stores across the UAE. Consumers can look forward to indulging in a seafood experience that combines unparalleled taste, sustainability, and health benefits.



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RUBICON UNVEILS ITS ORGANIC COCONUT MILK: A CREAMY, PLANT-BASED GAME-CHANGER

The non-dairy milk category has just been elevated with the launch of Rubicon's Organic Coconut Non-Dairy Beverage, the latest innovation in Rubicon's trailblazing beverage portfolio. Crafted for versatility, exceptional flavor, and optimal nutrition, this coconut milk is poised to become a household staple—perfect for enhancing your morning coffee, fueling a post-workout smoothie, or indulging in a guilt-free late-night cereal fix.

As plant-based lifestyles

gain momentum, Rubicon's organic coconut milk arrives as a timely solution to meet the increasing demand for dairy-free alternatives that deliver on both taste and quality. Made with organic, non-GMO ingredients and fortified with Aquamin, a natural calcium source derived from seaweed, this beverage offers a harmonious balance of indulgence and nutrition. With no added sugar, artificial flavors, or gluten, it seamlessly aligns with the needs of today's health-conscious consumers. It's

also keto-friendly, lactose-free, and nut-allergy safe, ensuring broad appeal across dietary preferences.

"We're incredibly excited to introduce our very first non-dairy milk, purposefully crafted to meet the expectations of today's mindful consumers," said Jose Jacob, Commercial Director. "The Rubicon Organic Coconut Non-Dairy Beverage isn't just an alternative; it's a creamy, flavorful solution that combines health, taste, and sustainability in every sip."



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Hall Dairy - Hall 1

Hall Meat - Hall 3

**Hall World Food
Sheikh Saeed 2
Booth S2-B35**

AGF FREEZERS EXPANDS ITS GLOBAL FOOTPRINT WITH NEW OFFICE IN EGYPT

AGF Freezers Ltd, a global manufacturer of food freezing and cooling equipment, announced the opening of its new office in Egypt. Strategically located at Arabella Plaza, Building 3 on Gamal Abdel Nasser Street in New Cairo, the new office underscores the company's commitment to providing quality field service to its customers across Egypt.

The establishment of the Egypt office marks a significant milestone in AGF Freezers' mission to

enhance customer service and operational efficiency. With a fully operational and dedicated local engineering team, the office is equipped to provide a comprehensive offering, including same day in plant troubleshooting services, scheduled maintenance, retrofit jobs and spare parts supply.

Mr. Mourade El Hassouni, General Manager of AGF Freezers (Middle East & Africa) stated, "This new office is a testament to our unwavering commitment to our customers in Egypt. By establishing a local

presence, we aim to deliver same day response time, seamless field support, and grow our partnerships with local industry experts. We are excited to announce our recent partnerships with Mr. Maher Makram, CEO of Star Beacon and Eng. Sherif Hafez, General Director of Kingspan Egypt."

From independent, family-owned companies to traditional food production enterprises, customers trust AGF as their productivity partner for growth.



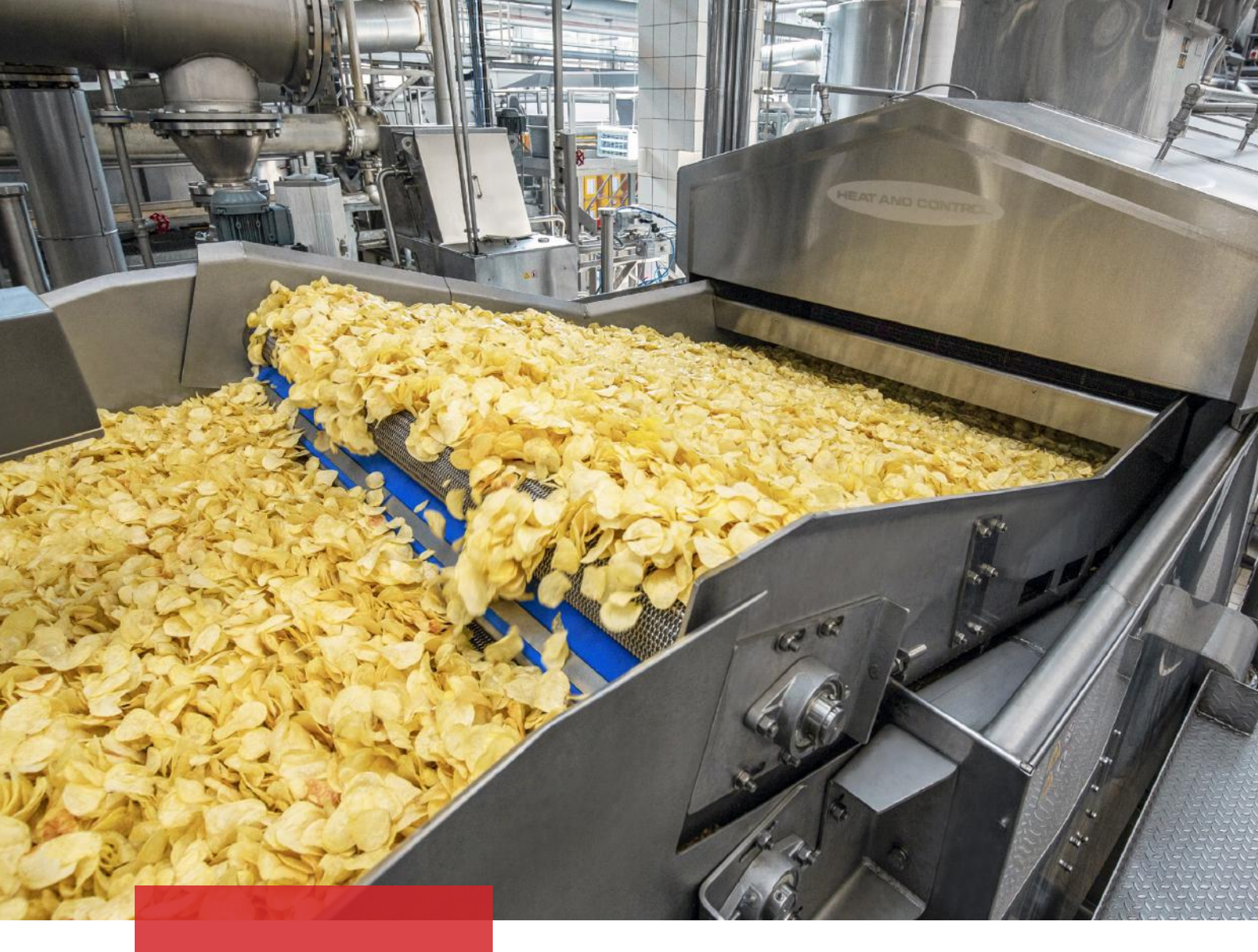
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MINISTRY OF CLIMATE CHANGE AND ENVIRONMENT INVESTIGATES POTENTIAL PEPPERONI BEEF CONTAMINATION

The Ministry of Climate Change and Environment in the United Arab Emirates has confirmed that it is actively investigating the potential contamination of Pepperoni Beef with *Listeria monocytogenes* bacteria, working in collaboration with local regulatory authorities and the Saudi Food and Drug Authority.

Coordination is also taking place with the producing company to precautionarily withdraw the affected product from UAE markets until laboratory examinations are completed and the details of the

incident are verified.

H.E. Dr. Mohammed Salman Al Hamadi, Assistant Undersecretary for Food Diversity at MOCCA, emphasized that the Ministry is working with various relevant authorities to apply the highest food safety standards to all food products in the country, whether locally produced or imported.

H.E. noted that the Ministry is intensifying its investigations regarding the mentioned product to ensure its safety for consumption as quickly as possible. Al Hamadi confirmed

that laboratory and field teams are currently collecting additional samples for testing in specialized labs, concurrently with the product's removal from all markets in the UAE.

Al Hamadi concluded by stating that MoCCA is committed to taking all necessary measures to enhance food safety as part of its priority to protect the community, ensuring that relevant authorities take all necessary actions to guarantee product safety and protect consumers from any food-related risks.



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GENUINE WAGYU

FROM JAPAN

Hall 3
E3-20



Japan Livestock Products Export Promotion Council (J-LEC) will return to Gulfood for the seventh year with a Japanese Wagyu beef stand.

Japanese Wagyu beef is renowned worldwide as a premium quality beef for its beautiful marbling, melt-in-the-mouth texture and unique sweet aroma. The distinctive Wagyu flavour clearly sets it apart from other types of foreign beef and its attractions are recognised all over the world.

Overseas, especially in Europe and the USA, Japanese Wagyu beef tends to be served as sirloin or ribeye steaks; in Asia, Japanese-style dishes such as shabu-shabu and sukiyaki which use slices of more basic cuts of meat are popular, especially in Asian or Japanese restaurants. Sirloin with its rich marbling is probably the most well-known way of serving Japanese Wagyu beef. However, other cuts, such as beef round, are also deliciously tender due to the fine marbling that epitomizes Japanese Wagyu. These cuts have their own appropriate way of cooking and serving, as well as being more reasonably priced than more expensive cuts like sirloin. This variety makes Japanese Wagyu beef a very versatile meat.

Guest speakers who have travelled from Japan with the organization will be on hand to talk through the characteristics and cooking methods of each cut and to give live cutting demonstrations. There will also be guest celebrity chefs from Dubai showcasing recipes featuring Japanese Wagyu beef. This is a great opportunity to appreciate why there is so much more to Japanese Wagyu beef than just sirloin!



Meet our co-exhibitors

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Japan Livestock Products Export Promotion Council (J-LEC)
<http://jlec-pr.jp/en/>

DELICREW DISRUPTS THE DELIVERY SPACE WITH THE WORLD'S FIRST PERFORMANCE AGENCY FOR RESTAURANTS

Delicrew, the world's first-ever Delivery Performance Agency, is officially launching to help restaurants navigate the increasingly complex world of food delivery. Established by ex GM of Talabat, delicrew offers a unique solution that helps restaurants maximize their potential on delivery platforms, from optimizing ads to menu engineering, allowing restaurants to focus on what they do best—serving great food.

Over the past few years, food

delivery has evolved from a luxury to a necessity. Especially in fast-paced cities like Dubai, where convenience and time-saving are paramount, delivery services have become a daily part of life for many. People increasingly rely on food delivery apps to avoid the hassle of cooking, providing restaurants with new revenue streams. At the same time, it has introduced a set of challenges, as many restaurants struggle to navigate the sophisticated tech, data

analysis and operational demands required to succeed in the delivery space. This is where delicrew steps in. Founded by a former General Manager of Talabat, delicrew is the world's first-ever Delivery Performance Agency, powered by proprietary AI tools and designed to help restaurants optimize their delivery operations – with a mission to simplify the complexities of the delivery ecosystem.

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ALMARAI SHINES WITH DOUBLE GOLD

Following its exceptional performance in 2023, where it won the Gold Award for Employee Integration category and the Silver Award for Best Internal Communication Campaign at the Internal Communications Brilliance Awards, Almarai has continued to excel this year by securing two Gold Awards at the 2024 Brilliance Awards held in London.

Almarai received the awards for "Best Employee Wellbeing Program" and "Best Internal Communication Campaign," reflecting its strong commitment to

creating a stimulating work environment and enhancing communication within the company. Competing against over 900 entries worldwide, this achievement underscores Almarai's high standards in implementing innovative strategies that support employees and foster a sense of belonging.

Additionally, Almarai, the world's largest vertically integrated dairy company, received the Gold Award in the "Employees are at the Heart of Everything" category at the Saudi Customer Experience Awards.

DILMAH CRAFT ICED TEA LAUNCHES IN CHILE

Beverage Partners International and MJF-BP is delighted to announce that in partnership with Pibamour Ltda, Dilmah Craft Iced Tea has launched in Chile.

Thanks to this new partnership, Dilmah Craft Iced Tea will now be distributed to consumers across Chile in convenient 330ml cans format.

The iced tea market is experiencing significant growth worldwide thanks to health-conscious consumers looking for natural, healthy, ethical beverages.

Dilmah Craft Iced Tea is refreshing, chilled, natural and delicious, with all the goodness of Ceylon tea. It is made using only tea

leaves handpicked in the tea gardens of Sri Lanka, brewed and processed to perfection on-site to maintain freshness, flavour and antioxidants.

Barbara Lembach, Brand Manager Beverage at Pibamour, commented: "Introducing Dilmah Craft Iced Tea to the Chilean market was a bold move, and we are thrilled with the incredible results achieved in such a short time. This beverage not only reflects the authenticity of Ceylon tea but also caters to the growing demand for refreshing and high-quality options among Chilean consumers. We are confident that this success is just the beginning."

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SUNNY COOKING OIL LAUNCHES AI-POWERED CONNECTED PACKAGING EXPERIENCE TO MAKE LIFE EASIER IN THE KITCHEN

Cooking oil brand Sunny, the number one blended oil brand in the United Arab Emirates (UAE) owned by IFFCO, in partnership with the global leader in connected packaging, Appetite Creative, has launched a new AI-driven interactive smart packaging experience to make life easier in

the kitchen.

In a new campaign, 'Keep it Smart, Keep it Sunny', the brand aims to highlight the benefits of using quality cooking oil. It shows customers how the product can save time in the kitchen, freeing them up to spend with their family and friends.

The web app based connected experience offers users the opportunity to play games to win prizes, learn new cooking hacks and take part in fun daily activities. The smart packaging campaign, accessed via QR codes, will run across three Sunny products including Everyday, Crunch Lite and Sunflower.



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NISSHA AND TETRA PAK DEVELOP THE WORLD'S FIRST ASEPTIC MILK CARTON WITH AN FSC®-CERTIFIED PAPER BARRIER

Several years of collaboration between Nissha Metallizing Solutions (NMS) and Tetra Pak successfully materialised into a world first – an aseptic beverage carton featuring a paper-based barrier.

"We are extremely proud of this achievement. Our joint effort to develop this solution supports the journey of increasing paper content and reducing carbon emissions in aseptic beverage cartons. Our paper-based solution offers barrier properties that help the package to deliver comparable shelf life and food protection as traditional aseptic cartons for liquid dairy products, such as milk," says Giorgio Bosso, CEO, NMS.

The portfolio offered by NMS includes paper-based solutions that are classified as recyclable, renewable and mono-material ones. The company uses paper from FSC® (FSC-C109768) - certified forests and other controlled sources.



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UNS VERTICAL FARMS DUBAI UNVEILS OVER 45 VARIETIES OF MICROGREENS

As the world increasingly embraces the health benefits of microgreens, UNS Vertical Farms stands at the forefront of this green revolution, offering one of the most diverse selections of sustainably grown microgreens in the UAE. Located in Al Quoz, Dubai, UNS Vertical Farms, a division of

Speedex Group and a pioneer in vertical farming in the UAE since 2018 provides fresh, nutrient-packed microgreens that elevate meals into nutritional powerhouses while promoting sustainable agriculture.

Packed with antioxidants, vitamins, and essential micronutrients, microgreens are

celebrated for their potential to fight inflammation, combat obesity, and even reduce the risk of chronic diseases. Studies particularly highlight the antioxidant properties of microgreens from the Brassicaceae family such as broccoli, cabbage, arugula, and radish for their ability to support weight management, cholesterol reduction, and improved overall health and are highly recommended by doctors and nutritionists.



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UAE DELEGATION EXPLORES THE FLAVORS OF EUROPEAN ORGANIC FOOD IN POLAND

A delegation from the United Arab Emirates, comprising food distributors, importers, influencers, and journalists, visited Rzeszów, a city in southeastern Poland, and its surroundings from December 11– 15, 2024. This visit was part of the promotional campaign “EU Organic Food – Good Choice,” cofunded by the European Union.

During the trip, the delegation explored local organic producers of honey, meat, apples, mushrooms, and forest fruits, gaining insights into the high standards of organic production and EU certification processes. The visit also offered the opportunity to savor traditional Polish dishes prepared for the Christmas season, immersing the guests in the unique festive atmosphere.



THE AUTHENTIC CHOICE

PDO Feta cheese The taste of Greece

The original PDO Feta cheese is traditionally made from sheep or goat's milk, which contributes to its unique taste and buttery texture.

It matures exclusively in wooden barrels or in tin cans for at least two months, a process that enhances its flavour and helps preserve it.

In Kalavryta, PDO Feta cheese is produced from fresh sheep and goat milk collected daily from stockbreeders' mountain farms in the rich nature of the region!



Feta cheese is registered as a Protected Designation of Origin (PDO) and is produced exclusively in specific areas of Greece (throughout mainland Greece and the prefecture of Lesvos), from breeds of sheep and goats that are traditionally bred in these areas.

The Protected Designation of Origin aims to protect local agricultural and livestock products, as well as the traditional recipes of each region. It also ensures the quality of European products!



Enjoy the authentic taste of **PDO Feta** cheese in the traditional Greek salad and elevate your everyday table!



www.fetapdoauthentic.eu



Feta PDO authentic

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IBA 2025: FOCUS ON STRONG ARTISAN BAKERY

iba, the world's leading trade fair for baking and confectionery industry will take place in Düsseldorf from 18 - 22 May 2025. On over 98,000 square metres it will showcase the global diversity of the industry. Artisan bakery is one of the top focus topics, with 19,000 square metres of exhibition space dedicated to it. Whether sustainable shop

fitting ideas such as hybrid shop concepts or mobile tiny stores or energy-efficient ovens - there are exciting new products to discover in Halls 13 and 14.

Artisan bakery is a top priority at iba. The German Baker's Confederation (Zentralverband des Deutschen Bäckerhandwerks e.V.) is the owner of iba. It represents the interests of over

9,200 bakeries with around 240,000 employees. With a total turnover of 17.55 billion euros, the German baking industry is one of the most important economic factors in Germany. "We are committed to the strong future of the baking industry in Germany," says Roland Ermer, President of the German Baker's Confederation.



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SCG INTERNATIONAL DEBUTS SIAM SIGNATURE

SCG International has proudly launched Siam Signature, a premium Thai food and beverage brand, at Tamimi Markets – An Nuzhah. This introduction heralds a new era of authentic Thai flavors available in the Saudi market.

The launch event on 14 December was graced by distinguished figures such as His Excellency Mr. Darm Boontham, Ambassador of Thailand to Saudi Arabia, and senior executives from Tamimi Markets, emphasizing the launch's role in fostering Thai-Saudi cultural and economic exchanges.

His Excellency Mr. Darm Boontham remarked, "This event is a testament to the growing friendship and cooperation between Thailand and Saudi Arabia. Thai cuisine has long been one of our most beloved cultural exports, known for its rich, balanced flavors, authenticity, and heritage. The launch of Siam Signature serves as a bridge to bring the richness of Thai flavors and heritage to Saudi consumers, thanks to SCG International—a cornerstone of the SCG Group that exemplifies Thailand's capacity for innovation, quality, and excellence."

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Scaling down

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The background of the entire advertisement is a photograph of a dairy processing facility. It shows multiple levels of metal shelving units filled with numerous rectangular blocks of cheese. The lighting is warm and slightly dim, creating a professional and industrial atmosphere. The focus is sharp on the middle shelves, with the foreground and background slightly blurred.

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Next level dairy.



FRUIT ATTRACTION 2025 OPENS PARTICIPATION TO ITS MOST POWERFUL AND DYNAMIC EDITION EVER

Fruit Attraction, organised by IFEMA MADRID and FEPEX, is holding its 17th edition from 30th September to 2nd October. Under the slogan 'Discover the essence of the sector', the leading trade event of the fruit and vegetable sector opens its application period for all companies in the industry worldwide.

After the resounding success of the last edition, Fruit Attraction 2025 returns bigger and better than ever, offering new proposals to the industry as a whole that will help to invigorate and facilitate commercial interaction.

This year, Fruit Attraction is

expanding with the addition of halls 12 and 14 at IFEMA MADRID; a strategic expansion that not only increases the size of the fair, but also improves the organisation and visitor flow. With a new distribution of halls and sectorisation by geographical area, professionals will be able to locate producers and suppliers from each country and region more efficiently, optimising their time and boosting global interactions. This edition is expected to be the most outstanding to date, offering a more comfortable, accessible and enriching

experience for all participants.

Fruit Attraction will occupy an area of over 70,000 m² across 10 halls at IFEMA MADRID – 3, 4, 5, 6, 7, 8, 9, 10, 12 and 14 – where the products, solutions, new varieties and formats, research, trends and innovations of more than 2,100 participating companies will be presented. The extensive offering will be distributed into four specialised areas: Fresh Produce, Auxiliary Industry, Fresh Food Logistics and Innova&Tech. In addition, the tomato will be this year's star product.

THE FUTURE OF THE MEAT AND PROTEIN INDUSTRY AT IFFA 2025



IFFA is set to focus on issues crucial to the future of the meat and protein industry when it opens from 3 to 8 May 2025. Under the motto 'Rethinking Meat and Proteins', this leading international trade fair will present a comprehensive overview of the value chain – from processing and packaging to innovative ingredients and the latest point-of-sale trends. The exhibition halls are already well booked and the market leaders

most important showcase, IFFA – Technology for Meat and Alternative Proteins – will bring together market participants from all over the world and cover the entire production process from 3 to 8 May 2025. Messe Frankfurt expects around 1,000 exhibitors to showcase their latest technologies, machinery and solutions on 116,000 square metres of exhibition space (gross) in Halls 8, 9, 11 and 12. The exhibitors

have confirmed their participation. The key issues for 2025 are maximum performance, value creation through data, sustainability in practice and new product worlds.

As the industry's

include market leaders, as well as small, specialist companies and start-ups, from around 50 different countries. In addition to numerous companies from all over Europe, there will also be large contingents from, for example, the USA, Brazil and China.

A new hall layout will not only showcase the multitude of different technologies but also strengthen the links between the individual stages of the production process. Completely new is IFFA Worlds. These thematically structured segments bring together the numerous product groups and provide orientation within the overall trade-fair spectrum. They are: World of Processing, World of Packaging, World of Ingredients, World of New Proteins, and World of Skills and Sales.

EUROPEAN FRESH PRODUCE CAMPAIGN, 'FRESH UP YOUR LIFE!', REACHES 50 MILLION IN THE UAE

Concluding a successful three-year campaign in the UAE, the 'Fresh Up Your Life! Top Quality European Fruit and Veg' initiative has advanced the appreciation and consumption of fresh fruits and vegetables, with a special spotlight on those cultivated in Italy. Financed by the European Union and CSO Italy – Italy's leading consortium

uniting top producers of fresh fruits and vegetables – the campaign reached an impressive audience of 50 million people across the UAE. This outreach has reinforced Italy's reputation as a trusted source of premium produce.

The campaign coincides with an 8.4 percent increase in Italian agri-food exports to the UAE, which have now

surpassed €412 million. This growth cements Italy's position as one of the UAE's

leading food suppliers, according to data available through November 2023.

TANMIAH FOOD COMPANY INAUGURATES THE CENTRAL MONITORING SYSTEM AS PART OF ITS DIGITAL TRANSFORMATION STRATEGY

Tanmiah Food company, a market-leading provider of fresh and processed poultry and other meat products, animal feed and health products, and a foods brand franchise operator, has inaugurated the Central Monitoring System (CMS) with the presence of its Chairman, H.E. Amr Abdullah Al Dabbagh.

The introduction of the Central Monitoring System falls within Tanmiah's ongoing projects to adopt the

latest cutting-edge technologies across the various stages of the value chain, to ensure enhanced operational efficiencies and wide-ranging process optimization. The company's innovation strategy and roadmap entails the use of IoT and Big Data in transforming farming and supply chain, with a focus on the integration of Artificial Intelligence and Block Chain technology in the future, for better product traceability and sustainable operations.



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BETWEEN INNOVATION AND SUSTAINABILITY: FOCUS ON MATERIALS AND RESEARCH AT IPACK-IMA 2025

One of the most significant challenges facing the packaging market, an industry that has been engaged for years in the search for sustainable solutions, is the study of materials. Innovative packaging that reduces material and bulk and thus slashes CO₂ emissions and waste combines with the search for increasingly green packaging that is nevertheless able to ensure the same protection potential in whatever market it is inserted. The search paths explore all packaging materials, identifying the best solutions to fully exploit the properties that ensure food security, stability and thus the efficacy of the molecule of a pharmaceutical, protection during the transport phases, and correct preservation in

each phase of the process.

IPACK-IMA, the innovation monitor par excellence

At IPACK-IMA, at Fiera Milano Rho from 27 to 30 May 2025, more than 200 companies will be filling in with specialized proposals for eco-friendly and smart materials that are able to cater for sustainable production and rationalization needs.

Assets that will be relaunched in the different stands inside the show, with the IPACK-Mat - Packaging Materials for Product Development brand, a project that aims to make easily identifiable the companies present within the exhibition halls that offer primary, secondary and tertiary packaging materials, either exclusively or in combination with machines and plants.

ISHIDA AND NPS COMBINED FORCES DRIVES GROWTH FOR AFRICAN MANUFACTURERS

Ishida's acquisition of National Packaging Systems (NPS) in early 2024 is being showcased for the first time at Propak Africa 2025, bringing significant benefits to the African food and non-food industry.

Ishida will also present two innovations for the first time on the African continent: Its award-winning QX-500 tray sealer and its newly launched Sentinel 5.0 remote production monitoring system.

Other highlights include examples from Ishida's top selling multihead weigher and X-ray inspection system ranges, Ishida's advanced snack food packing system, and four models from NPS's proven range of filling and packaging solutions.

Based in Kwa-Zulu

Natal, NPS has been for over 40 years a trusted name for designing and manufacturing high-performance filling and packaging equipment.

Melika Seiderer, Ishida's GM for Africa: "Through this acquisition, African food and non-food businesses have now even better access to both NPS's product range as well as Ishida's world-class weighing, packing and quality control solutions".

"The breadth and variety of our combined portfolio allows us to help businesses of every size to automate their packing lines, helping our customers to achieve increased throughput and efficiencies, enhanced quality, better reliability, excellent ROI as well as stronger service and support" continues Melika.

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Flour Masters Expands Retail & Distribution Opportunities For Top Flour Tortilla Brands!

Flour Masters, a leading producer of gourmet flour tortillas, is redefining industry standards with its commitment to quality, innovation, and convenience. With decades of expertise, Flour Masters takes pride in delivering exceptional taste and freshness, offering a diverse range of classic and specialty tortillas made from premium ingredients using advanced production techniques.

As part of its expansion strategy, Flour Masters is now offering exclusive retail and distribution opportunities with top flour tortilla brands.

Exclusive brand partners will benefit from:

- Production, packaging & delivery – tailored specially for the brand
- Marketing support, including branding and promotional materials
- Digital and social media marketing strategies to enhance consumer engagement
- In-store promotions to amplify visibility and sales

Businesses can partner with Flour Masters to develop their own private-label tortilla brand, while the company manages production, packaging, and delivery, all customized to meet specific needs. Flour Masters tortillas are locally crafted to help businesses streamline operations, reduce costs, and ensure fresh, on-time deliveries. It uses fewer preservatives and sources only the finest ingredients, ensuring premium quality while offering flexible order quantities for the partners.

Flour Masters proudly invites private-label brands to explore production opportunities at its state-of-the-art facility in the UAE. Equipped with cutting-edge technology and rigorous quality control measures, the facility ensures precision, consistency, and scalability. Flour Masters welcomes potential partners for a guided tour of its modern production plant, featuring a dedicated viewing deck to showcase operations in action.



GULFOOD 2025 TO CELEBRATE 30TH LANDMARK EDITION

Dubai World Trade Centre (DWTC) celebrates the return of Gulfood for its momentous 30th edition running from 17 - 21 February 2025. Under the theme 'The Next Frontier in Food,' the event promises invaluable market foresight into the futuristic era of global food commerce and the resilient progress of international food systems. Gulfood will set the stage for cross-industry knowledge transfer and networking opportunities, creating a framework for establishing and achieving future goals for the global trade community. The economic impact of Gulfood is significant, with estimated trade deals across the 5 days reaching USD 20 Billion, representing 1% of global food and beverage trade.

As the largest edition to date, Gulfood 2025 will display more than 1 million products from over 5,500 exhibitors spanning 129 countries featuring large multinationals to start-up food ventures. Visitors can explore 24 enormous exhibition halls covering over 1.3 million square feet while interacting with

companies launching new products, ingredients, and flavours, showcasing their culinary expertise and engaging in commercial trade deals. Pavilions will also exhibit including the USA, France, Brazil, UK, India, Singapore, Japan and Australia, as well as first-time exhibiting companies from Kosovo, Madagascar, Mauritius and Zambia.

"Building upon Dubai and the UAE's testament of extraordinary transformation and achieving global epi-centre status, Gulfood's similar evolution over 30 years has cemented its footprint in the global F&B space as the premier stage for industry professionals to connect, engage in trade deals, and establish the food trends of tomorrow. The landmark edition will spotlight the UAE's role as a hub of international food innovation and trade, while honouring advocates and visionaries who paved the show's way forward as a platform that fosters commercial opportunities, global economic contribution, and ignites life-long business partnerships," commented Trixie LohMirmand, Executive



Vice President, Dubai World Trade Centre.

THE GLOBAL F&B TRADING COMMUNITY'S PLAYGROUND

By uniting global leaders, fuelling trade partnerships, and inspiring forward-thinking, Gulfood is the definitive platform for redefining food innovation and trade growth worldwide. It will host a diverse list of international food and beverage industry giants including ABIEC – (Brazilian Beef Exporter's Association), Agthia Group, Al Ain Farms, Alokozay, Al Rawabi, Americana, Choithrams, Dilmah Ceylon Tea, Hayel Saeed Anam & Co.,

Hype Drinks, IFFCO, Japan Meat & Livestock, JBS, Lactalis, Saputo, Savenica Fromage & Dairy, Seara Food Europe Holding, TATA International Ltd., Tilda, US Meat Export Federation and Wilmar.

Visitors can engage in Gulfood Discovery Tours - a line-up of curated sector-themed tours offering an immersive experience highlighting global food trends and innovations on the show floor, along with expert guidance and insights at every stop. This includes dedicated tours on various food themes like 'Gourmet,' 'Alternative Proteins and Plant Based,' 'Digitalisation & Traceability' and 'Made in the Emirates'.

EXCLUSIVE INSIGHTS FROM VISIONARIES DRIVING GLOBAL FOOD STRATEGIES

Gulfood 2025 will launch the inaugural Food500 Summit, welcoming global F&B leaders and decision-makers including CEOs, Heads of State, trade officials, investors, academia, scientists, tech innovators and more under one roof to discuss key issues on international trade, investment strategies, trends, growth opportunities, AI driven transformation, legislation, environmental concerns, health and wellbeing and the socioeconomic challenges impacting global food security. Confirmed speakers include: H.E. Ms. Piret Hartman, Minister of Agriculture and Food Production of the Republic of Estonia; H.E. Dr. Obaid Saif Hamad Al Zaabi, The Chairman of Board, The Arab Authority for Agricultural Investment and Development (AAAID); Geeta Sethi, Advisor and Global Lead for Food Systems, World Bank; Dr. Edwini Kessie, Director of the Agriculture and Commodities Division, World Trade Organization (WTO); Alwyn Severien – CEO of microalgae-based Algama Foods and many more.

TOP GLOBAL CHEFS AND DINING EXPERIENCES LOOK TO THE FUTURE OF GASTRONOMY

The popular Top Table programme, sponsored by the Japan External Trade Organisation (JETRO), returns with the theme "Culinary Futurism," offering insights into the next decade of food. Gulfood celebrates its 30th edition by welcoming world-renowned chef and culinary legend Alain Ducasse, making his first-ever appearance with an impressive 21 Michelin stars to his name. The line-up also features celebrated chefs such as Romain Meder, Ana Roš, Ángel León, Fredrik Berselius, and many more. Dubai World Cuisine features homegrown chefs collaborating with global culinary superstars to host a series of exclusive city-wide four- and six-hands dinners, reinforcing Dubai's identity as a global gastronomy hub. With exclusive venue partnerships, attendees can access special offers available only with a Gulfood ticket.

CENTRED ON CREATING ACTIONABLE SOLUTIONS FOR THE GLOBAL FOOD TRADE INDUSTRY.



January-March 2025

THE MEGA EVENT CONTINUES TO ACT AS A PIVOTAL CATALYST FOR EMPOWERING GLOBAL CROSS-INDUSTRY COLLABORATION AND TRADE PARTNERSHIPS.

FRANCE SHOWCASES EXCELLENCE AT GULFOOD 2025: LEADING THE FUTURE OF GLOBAL FOOD MARKETS

Business France, the national agency supporting the international development of the French economy, proudly announces its participation at Gulfood 2025 under the Taste France banner. This initiative highlights the authenticity, diversity, and sustainability of French food products. This year, 93 leading French companies will be exhibiting across four dedicated pavilions, each representing a key sector of France's thriving food industry:

- **World Food** – Hall Sheikh Saeed 2 - S2-B35
- **Dairy** – Hall 1
- **Meat & Poultry** – Hall 3
- **Beverages** – Hall Za'abeel 2

This strong presence offers buyers, importers, and distributors a unique opportunity to source high-quality French products tailored to the evolving and very diverse demands of regional and global markets.

Discover the Best of French Agri-Food Excellence

The French Pavilions will showcase an extensive range of premium products, reinforcing France's reputation for quality, innovation, and sustainability in the food sector.

Dairy Pavilion - A Showcase of Organic Excellence

Explore France's finest dairy products, from organic gourmet cheeses to creamy yogurts and rich butters. Crafted from ethically sourced goat and cow milk, these premium selections are GMO-free and palm oil-free, meeting the growing demand for healthy and sustainable choices."

Meat & Poultry Pavilion - Ethical Sourcing, Premium Quality

The best of French meats, from tender beef cuts and high-quality poultry to fresh seafood and innovative plant-based alternatives. Produced with a commitment to ethical farming and sustainability, these selections highlight France's expertise in delivering premium, responsibly sourced proteins

World Food Pavilion - Tradition Meets Innovation

From buttery croissants and delicate macarons to organic jams, gourmet condiments, and gluten-free treats, this pavilion celebrates the richness of French gastronomy. Discover a selection that blends heritage with modern food trends, catering to global tastes and dietary preferences.

Beverages Pavilion - The Art of French Refreshments

Discover an exceptional selection of French beverages, where tradition and innovation come together. From organic and biodynamic drinks to halal-certified options, explore a refined range of non-alcoholic sparkling beverages, artisanal juices, and premium French ciders.

"Gulfood 2025 is a strategic event for France providing a unique opportunity to highlight the excellence and diversity of our agri-food sector. French companies are recognized for their high standards in quality, sustainability, and innovation. By choosing French suppliers, buyers gain access to premium products that combine tradition with modern consumer expectations, ensuring a competitive edge in the global market" Said Flavie Paquay- UAE Director Business France.

Live Culinary Experiences & Interactive Activities

Visitors to the French Pavilion will embark on a gastronomic journey, experiencing the creativity and expertise of French cuisine through live cooking demonstrations, product tastings, and immersive experiences.

Business France invites you to experience the best of French cuisine and innovation at Gulfood 2025. Discover the expertise, creativity, and passion that make French agri-food products a benchmark of quality and excellence worldwide.



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BEVERAGE, SPECIALTY FOODS, INTERNATIONAL PAVILION, AND OFF-SHOW EVENTS: WHAT'S NEW AT TUTTOFOOD MILANO 2025

The highly anticipated TUTTOFOOD Milano 2025 is set to take place from May 5–8 at Fiera Milano in Rho, for the first time under the management of Fiere di Parma. The leading Food & Beverage tradeshow promises a comprehensive business experience for professionals across the world. With over 3,000 exhibitors from 35 countries and more than 90,000 professional visitors expected — including an expanding delegation from the Gulf and Middle East — the event is supported by an extensive Incoming Program developed in collaboration with ITA – Italian Trade Agency. We spoke with Riccardo Caravita, Food & Beverage Brand Manager at Fiere di Parma, to explore what's in store for this year's edition.

After TUTTOFOOD's acquisition by Fiere di Parma, what can we expect from 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. This year, the show expands to 10 halls, compared to 7 in 2023, offering a more dynamic and accessible design while opening up significant opportunities

for food professionals. A key innovation is the International Pavilion, developed in partnership with Koelnmesse Italia (Anuga Cologne). This space will showcase curated regional and national specialties from around the globe, underlining our mission to promote quality food and nutrition models on a global scale.

What product categories will be represented at the show?

TUTTOFOOD is a key source of inspiration for professionals in both retail and foodservice worldwide. Its covers a



Riccardo Caravita

Food & Beverage Brand Manager
at Fiere di Parma



comprehensive range of product categories, including dairy, meat, grocery, and deli, alongside fruit and vegetables, frozen food, seafood, bakery, snacks, and confectionery. Among the most exciting additions, are the Beverage Pavilion and a robust Start-Up Area, showcasing the latest trends and innovative solutions from emerging business in Italy and beyond.

TUTTOFOOD is also an opportunity for buyers from the Middle East to discover Italian food excellence. What have you planned for them? TUTTOFOOD represents a unique occasion for foodservice,

restaurant, and hospitality professionals to explore the Italian market. This year, we are offering an immersive business experience that includes the Bellavita Pavilion, celebrating Italian premium food, and the Italian Specialty Selection Area, dedicated to artisanal micro-productions such as extra-virgin olive oil, aged cheeses, buffalo mozzarella, and Sicilian desserts. these areas connect buyers with the very finest of authentic Italian Food and Beverage. Beyond the fairgrounds, we also recognize the draw of Milan in spring, which is why we've curated TUTTOFOOD Week, a 7-day-long off-show event.

Tell us more about this new initiative.

Running from May 3–8, TUTTOFOOD Week, merges business with the city's vibrant culturale scene. Under the theme Feed the Future, it includes tastings, conferences, and exclusive evening events at iconic venues. For Gulf operators, it is an unparalleled chance to engage with global food trends, discover emerging consumption models, and find inspiration for their local markets, while engaging with the key issues and social dynamics shaping the future of food industry.

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SIGEP WORLD, THE BIGGEST AND MOST GLOBAL EDITION EVER SUCCESSFULLY CONCLUDED

The 46th edition of SIGEP World – The World Expo for Foodservice Excellence, organized by Italian Exhibition Group (IEG), attracted significant media attention, with journalists from around the world providing extensive international and regional coverage. Among the distinguished media professionals was Jessie Jorge from Food Business Gulf & Middle East, ensuring the event reached the magazine's global readership.



Held from January 18-22, 2025, at the Rimini Expo Center in Italy, this edition of SIGEP World was a global success, setting record-breaking numbers: over 1,300 exhibiting brands, a 14% increase in total attendance, and an impressive

26% rise in international visitors – the highest ever recorded. Sigep welcomed visitors from **160 countries**, with significant growth from Germany, Spain, the United States, the Middle East, Africa, and Latin America.

Technology and the future



of foodservice were the central themes of this edition, offering a comprehensive 360-degree view of supply chains, innovative equipment, and cutting-edge ingredients. Thanks to SIGEP Vision, the fair reaffirmed itself as a key hub for anticipating global trends.

Networking was the beating heart of the event: over 5,500 business meetings took place at exhibitor booths, involving 545

top buyers from 79 countries and 3,300 European buyers participating in the Premium Program.

Some of this year's highlights included:

- **Saudi Arabia** as the Guest Country, a strategic market in the hospitality and foodservice sectors;
- **Pizza**, celebrated across its entire supply chain, with a focus on technology, equipment, high-



quality ingredients, and toppings;

- The **Sustainability District**, an area dedicated to sustainable practices along the coffee and cocoa supply chains;
- **Taste of Tomorrow**, where Sigep explored the future of gelato, increasingly organic, sustainable, and functional, featuring new flavors inspired by nature.

During the five-day event, SIGEP World hosted a rich program of talks, panel discussions, competitions, and no fewer than four international events: the Gelato Europe Cup, Gelato Festival World Masters, Bread in the City – Bakery World Cup, and World Pizza Champion Games.

Sigep shined a spotlight on start-ups and the most innovative solutions showcased at the fair with the Lorenzo Cagnoni Award.

Finally, as per tradition, the last day was dedicated to young talents. Over 3,300 students from hospitality and vocational schools participated in an educational and interactive tour through the SIGEP Academy project.

SIGEP WORLD 2026 WILL TAKE PLACE JANUARY 23-27, 2026, IN RIMINI, ALONGSIDE SIGEP CHINA FROM 24TH TO 26TH APRIL AND SIGEP ASIA FROM 16TH TO 18TH JULY.



HOW TO CAPITALIZE ON THE DRIVERS BEHIND THE FOOD TRENDS

In the evolving landscape of food trends, several key themes are shaping consumer preferences and driving product development. Personalization and active nutrition are at the forefront of consumer demands, with consumers increasingly seeking tailored solutions in their diets, focusing on taste, healthiness, and natural ingredients.

The demand for personalization is also sparking innovation, as consumers look for products that suit their unique tastes, dietary needs, and lifestyles. Whether it's a high-protein drink to fuel a workout, a lactose-free milkshake for digestive comfort, or an ice cream with a clean label, dairy ingredients' versatility makes them

a natural fit for today's dynamic consumer preferences.

Combining nutritional benefits offers value for consumer

Digestive wellness is a growing trend, with many consumers seeking lactose-free options to address digestive issues. This growing demand presents opportunities not only within the dairy industry but also across broader food and beverage categories. Additionally, there is a strong preference for products with clean labels and shorter ingredient lists, reflecting a broader shift towards transparency and simplicity in food ingredients.

The health benefits of



high-protein foods are widely recognized, offering potential for growth with an expanding consumer base, new consumption occasions, and permissible indulgence. Snacking, along with the preference for “better-for-you” choices, continues to grow, driving significant business opportunities in multiple food and beverage segments.

Consumers are increasingly looking for products that are natural and convenient sources of high-quality protein products that can be enjoyed as healthy snacks or even in indulgent formats like high-protein ice cream. When combined with a lactose-free claim, such products provide even greater value for consumers.

Differentiating by lactose-free in a competitive dairy market

While alternative dairy products such as plant-based options continue to gain traction, lactose-free dairy offers a competitive edge. Milk products remains one of the most complete sources of nutrition, providing high-quality protein, essential amino acids, and vitamins and minerals.

By removing lactose, manufacturers can deliver all the nutritional benefits of dairy while eliminating digestive discomfort. This unique value proposition positions lactose-free dairy as a standout choice, combining the power of dairy nutrition with ease of digestion.

Although regular milk sales remain stable in many markets, lactose-free milk sales are rising. There is significant untapped potential for lactose-free milk that offers all the nutritional

goodness of milk without the lactose. As consumer demand for digestive wellness continues to grow, lactose-free dairy provides manufacturers with an interesting opportunity to expand their portfolios and address evolving consumer needs.



Valio focus on future-proof nutrition

Valio is focusing on dairy ingredients for health and well-being categories. The company is a pioneer in the lactose-free market and offers solutions for active nutrition. Valio's high quality ingredients deliver exceptional taste and nutrition across diverse food and beverage categories.

The increased protein content,



reduced carbohydrate levels, enhanced flavour, and added digestive wellness benefits of Valio Eila® milk powders support the development of new product formulations. Valio Eila milk powders can replace standard fresh milk or basic milk powder in recipes, helping manufacturers maintain short and simple ingredient lists.

Finnish food company

Valio: celebrating 120 years

Since its founding in 1905, Valio has established itself as a key innovator in the dairy industry, with a portfolio of over 300 patents. The company's market-proven technologies enable food and beverage manufacturers to create value-added products that boost competitiveness while aligning with emerging food trends.

Valio's expertise in the lactose-free market, combined with its innovative approach to active nutrition, helps manufacturers meet their business objectives in today's food industry.



For more information, visit www.valio.com

3 FIRE SAFETY MISCONCEPTIONS THAT COULD PUT YOUR COMMERCIAL KITCHEN IN DANGER

Jan Waldow and Stanislava Garkova from Johnson Controls discuss the importance of proper fire protection system design, installation and maintenance.

Most fire suppression systems on the market today are designed to meet basic fire safety and building industry standards. However, this doesn't mean each system meets the specific fire protection needs of every commercial kitchen and its unique appliances. To ensure fire suppression systems are designed, installed and maintained to effectively protect their kitchens, restaurant and hotel owners and operators need to stay on top of management and maintenance best practices. But misconceptions can sometimes get in the way of following those best practices. Here are several common misconceptions and how to best overcome them to create a safe kitchen environment:

Misconception #1: Kitchen hood protection is a one-design-fits-all approach

In commercial kitchens, automatic fire suppression system components like fusible links and nozzles are typically housed in the plenum of exhaust fume hoods. This placement of key components is important and allows them to protect the cooking appliances underneath the hood, such as ranges,

fryers and griddles, which pose the greatest fire risk in a kitchen.

Unfortunately, some owners and operators may assume that one hood-based kitchen fire protection system that works well for one of their kitchens will work well in another. While this can be true for standardized chain restaurants, it is often unsuitable for independent hotels, fine dining restaurants, bars, cafes or catering operations.

That's because in nonstandardized operations, cooking appliance arrangements are rarely identical, due to the size and space of the kitchen, restaurant and building – or

even based on a chef's preferences. Even similar cooking appliances can vary in design and operate at different temperatures. This is why it's critical for the fire suppression system's detection devices to align with the temperature ratings of the various appliances they protect. For example, a charcoal grill can produce a deep-seated fire, which requires a different suppression technique than a fryer.

Appropriate fusible links achieve these temperature ratings, functioning as temperature-sensitive devices strategically positioned within the kitchen hood plenum. When the airflow temperature reaches the fusible link's

Nozzles can be placed underneath the cooking hood to provide appliance specific protection or overlapping coverage which allows appliance lineups to be changed if desired.





Fire suppression system components like nozzles need to be cleaned routinely to prevent buildup of flammable product.



rating, the solder melts, activating the fire suppression system effectively.

To ensure reliable operation and compliance, fusible links must be precisely placed according to the system's installation manual. When a fusible link's rating aligns with the protected appliance, the system extinguishes fires early, minimizing risks. However, a rating that is too high may delay activation, allowing the fire to grow beyond the suppression system's capacity.

Conversely, overly sensitive ratings may cause premature activation, leading to unnecessary system downtime and business disruption. Trained and authorized fire suppression distributors can confirm correct fusible links and ensure optimal alignment with protected appliances. These distributors typically consult system manuals and conduct temperature studies, enhancing the overall fire suppression strategy. For new kitchens, operators

should collaborate with certified installation companies, providing detailed information about planned appliances and stations. By doing so, installers can recommend tailored fire suppression systems with accurate temperature ratings for maximum kitchen safety. As a result, operators gain the advantage of customized systems offering enhanced protection and compliance with fire safety standards.

Misconception #2: A hazard analysis is only for new kitchens

Restaurants evolve, menus change, and kitchens adopt new cooking technologies. When changes occur, some restaurant owners and operators continue to use the original hood arrangements, overlooking the fact that their fusible links may no longer match the temperature rating of the appliances they are intended to protect. In addition, some appliance-specific suppression nozzles will now be misaligned – rendering some



Jan Waldow is Business Development Manager Vertical Market Hospitality EMEA. Waldow has more than 20 years' experience in fire safety focusing on commercial kitchens across the European, Middle Eastern and African Markets.



Stanislava Garkova is EMEA Product Manager for restaurant fire suppression systems at Johnson Controls. Garkova has more than 8 years of experience in international business and HVAC and fire safety manufacturing.



In commercial kitchens, automatic fire suppression system components like fusible links and nozzles are typically housed in the plenum of exhaust fume hoods.

appliances effectively unprotected.

While some kitchens have overlapping fire suppression systems that are designed to maintain protection even when appliance configuration changes, many do not. If the kitchen layout changes and overlapping protection is not in place, it is best to schedule a hazard analysis to ensure proper coverage. During regular system service, a trained and certified engineer or authorized distributor should conduct a design check and hazard analysis to review the kitchen components and determine if they remain compliant with up-to-date fire protection requirements. If needed, restaurant and hotel owners can also request a hazard analysis from the distributor who installed the original system.

It's important to work with an authorized distributor that understands fusible link and nozzle needs for each specific appliance. The distributor should also be familiar with UL 300, a fire suppression standard for commercial kitchens that is more rigorous than others because it tests suppression products for the worst possible scenarios.

Misconception #3: If I can't see it, I don't need to clean it

Regular cleaning is essential to maintaining a compliant, reliable fire suppression system. NFPA 96 establishes how often

specific commercial kitchen elements should be cleaned. It is the restaurant operator's responsibility to make sure the kitchen is cleaned according to that schedule. NFPA 96 guidelines set the minimum requirements for cleaning. If components like hoods or nozzles need to be cleaned before the schedule dictates, they should be cleaned immediately to prevent buildup of flammable product.

Different cuisines generate varying amounts of grease that evaporate and stick to the hood and the elements in it, including fire suppression system components. Over time, grease accumulations on these components impede system performance. Sometimes, these accumulations go unnoticed because they are contained within the hood and behind filters instead of on readily visible surfaces, like stovetops or countertops.

Thankfully, routine maintenance provides an opportunity to clean hard-to-see areas. For example, according to NFPA standards, fusible links are to be replaced every 6 months, or before. Link replacement requires the removal of filters, which exposes fire suppression system components like detection links, nozzles and piping. This is an ideal time to clean them. Often, the fire suppression distributor can make

these observations and recommend if components should be cleaned.

The best way to ensure timely service is by having a maintenance contract for the fire suppression system. The contract should be with the authorized, trained and certified distributor for that specific fire suppression system. This ensures that correct, original parts are used, since nonapproved parts can void the system's warranty. The distributor will also ensure the system is maintained according to regulatory standards and the manufacturer's recommendations. During maintenance calls, they can assess any cleaning needs or changes in the kitchen that might require fire suppression system updates.

Ensuring effective fire suppression in commercial kitchens

Common misconceptions can prevent restaurant owners and operators from using the right fire suppression system components and keeping their systems in good operating order. By coordinating with the right teams and asking the right questions, owners and operators can ensure their system is dependable, compliant, UL 300 tested and listed, and meets design, installation and maintenance best practices.

It's helpful to work with a fire suppression provider like Johnson Controls who offers a wide range of technologies to meet your specific needs and has the restaurant industry experience to ensure your space is properly protected for years to come.



For resources and videos on protecting your commercial kitchen, go to

<https://ansul.com/food-business-gulfme> or scan the QR code.

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

Visit Salud Foodgroup at Gulfood 2025 - Shk Saeed Hall 2 – Stand S2-G57



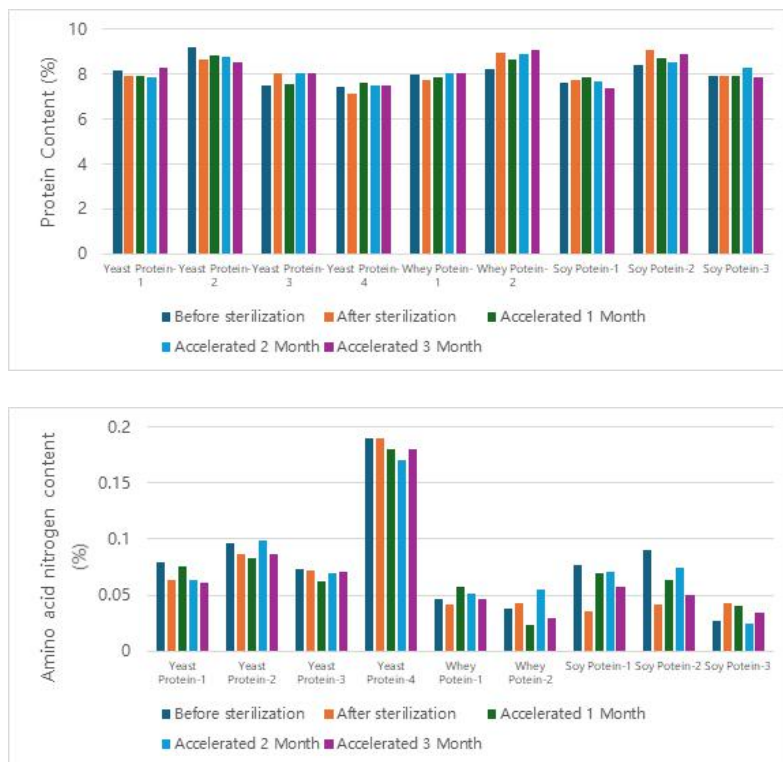
NEW INSIGHTS IN EXPLORING THE APPLICATION PROPERTIES OF YEAST PROTEIN



Yeast protein is a high-quality complete protein derived from natural yeast. Using *Saccharomyces Cerevisiae* as the strain, it is obtained through fermentation, separation, and drying, with a protein content of $\geq 80.0\text{g}/100\text{g}$. As a protein derived from microbial sources, yeast protein production offers high resource efficiency, is unaffected by environmental and climatic conditions, and has a low carbon footprint, making it an eco-friendly and sustainable protein option. In terms of nutrition, yeast protein contains all nine essential amino acids with a PDCAAS score of 1. In the areas of sports nutrition and muscle

synthesis, yeast protein has shown similar effectiveness to whey protein in improving muscle strength and mass in elderly populations. Additionally, yeast protein supports gut microbiota balance, enhances microbial diversity, and promotes the production of exercise-induced fatty acids.

Thanks to its eco-friendly and health-oriented properties, yeast protein has steadily gained market traction. A wide range of products containing yeast protein, such as sports protein powders, protein bars, protein drinks, potato chips, and biscuits, have emerged in large numbers, providing consumers with more choices. With the continuous deepening of research on yeast



protein, its application characteristics are being increasingly explored.

When comparing the stability of yeast protein with other protein sources in acidic beverages, it was observed that at a pH of 3.5, yeast protein maintained its integrity without denaturation or flocculation, whereas whey protein and soy protein exhibited varying degrees of flocculation. Furthermore, after high-temperature sterilization treatment (121°C, 20 minutes), the whey protein underwent severe protein denaturation, resulting in the overall caking of the protein drink, while the yeast protein and soy protein were less affected by the temperature. During ambient storage, yeast protein beverages demonstrated stable protein content and amino nitrogen levels, and remained stable during the shelf life.

To further verify the thermal stability of yeast protein under higher temperatures, we simulated baking conditions to evaluate its performance in extreme heat. The

results showed that yeast protein exhibited a retention rate (protein content before baking/protein content after baking $\times 100\%$) close to or even exceeding 100%. This slight surplus could be attributed to minor measurement deviations or reduced moisture content after baking. In comparison, whey protein and soy protein demonstrated slightly lower retention rates than yeast protein after baking. From the perspective of color change, the color of yeast protein was similar to that of soy protein, and both were lighter than the color of whey protein.

This difference is likely due to the lactose content in whey protein, which intensifies the Maillard reaction during baking. Therefore, from a color stability perspective, the thermal stability of yeast protein and soy protein is better than that of whey protein. Overall, yeast protein performs better in terms of thermal stability.

Lastly, we examined the stability of yeast protein raw materials during storage. Packaged in composite aluminum foil bags, the protein was stored under accelerated conditions (40°C, 70% RH) for 15 months and at room temperature for 36 months. Results showed that the physicochemical and hygienic indicators of the yeast protein remained in compliance with product standards. No significant changes were observed in sensory or physicochemical properties compared to the initial samples, and no signs of oxidation or rancidity were detected.

As a high-quality natural complete protein, yeast protein is environmentally friendly and rich in nutrition. It contains all essential amino acids and supports muscle health and gut well-being. With superior stability under acidic and high-temperature conditions, as well as during storage, yeast protein's outstanding properties make it an increasingly versatile ingredient in the food industry.

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

Portein Types	Portein Model	Protein Content (%)		Protein Retention Rate (%)	Sample Color
		Before Baking	After Baking		
Yeast Protein	Anpro 80	83.6	83.5	99.88	Brown Yellow
	F81	81.8	82.4	100.73	Brown Yellow
	YPD820	84.9	85.3	100.47	Brown Yellow
Whey Protein	Isoate	92.3	91.4	99.02	Dark Brown
	Concentrate	83.2	81.6	98.08	Dark Brown
Soy Protein	D130	93.5	93.3	99.79	Brown Yellow
	D150	92.2	91.4	99.13	Brown Yellow
	D161	93.1	92.1	98.93	Brown Yellow

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 and 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



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

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 or www.robertet.com



HYBRID MEAT PRODUCTS: SALES DRIVERS FOR DIFFERENT REQUIREMENTS



According to Meticulous Research, hybrid products generated global sales of 58.7 million US dollars in 2020. According to forecasts, this figure will increase more than tenfold by 2028. With an annual growth rate of 36.6 percent, the market researchers expect this figure to rise to almost 674 million US dollars. Surveys by Innova Market Insights confirm the potential. According to the survey, a third of consumers worldwide are interested in hybrid products. This applies in particular to millennials and representatives of Gen Z.

A key reason for the increasing demand: hybrid products combine the best of both worlds. By combining animal and plant-based ingredients, they offer the familiar taste and texture of meat - paired with the health benefits of vegetables. With Hydrosol's functional systems,

manufacturers can meet consumers' wishes with customized products. There are two ranges to choose from: the PLUSmulson VE range and the HydroTop High Gel range. These allow meat products to be easily supplemented with vegetables, pulses or mycoproteins. The systems are health-oriented solutions that improve the texture and bite of hybrid meat products and create a meatier, firmer structure. However, they differ in terms of clean label and cost optimization.

Clean label products

The PLUSmulson VE range offers a wide spectrum of different hybrid meat products. They combine animal and vegetable proteins with fiber and provide a natural, high-quality texture. The meat content can be reduced by

up to 50 percent. Even recipes with a lower meat content achieve the typical juicy texture. This results in burger patties, nuggets or fish sticks that convey a healthier image thanks to the visible pieces of vegetables - without any E-numbers. They also contain less salt and fat than conventional meat products. This makes the PLUSmulson VE range ideal for health-conscious markets where the focus is on the transparency of ingredients and natural composition.

Cost-effective solutions

HydroTop High Gel, on the other hand, is the economical way to health-oriented products. The range has been specially designed for cost-sensitive applications. Hydrocolloids and plant fibers ensure a stable texture and an improved bite. By incorporating vegetables and plant-based proteins as texturizers, a greater reduction in meat is possible. This allows manufacturers to produce affordable, health-oriented hybrid products with a meat-like texture.

For more information, visit www.hydrosol.de



DISCOVER NORTHERN IRELAND'S FINEST: EXCEPTIONAL FOOD AND DRINK

Scott Hanna, Senior Business Development Manager, UAE, Oman, Bahrain, Qatar, and Kuwait at Invest Northern Ireland

As global demand for natural, high-quality food products rises, Northern Ireland stands out as a region steeped in agricultural heritage and innovation, poised to meet this demand with authenticity and excellence. Representing the region's largest manufacturing sector, Northern Ireland's food and drink industry is a £5.4bn powerhouse, employing over 100,000 people and supported by an extensive network of 25,000 farms. Exporting to more than 70 countries, the industry is committed to the highest standards of quality, traceability

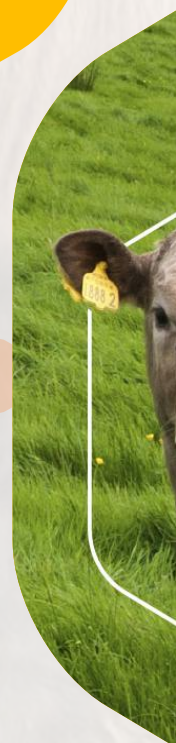
and food security, producing enough food to feed ten million people – a remarkable feat for a small region.

Northern Ireland's Food and Drink: A Sector Built on Strength and Quality

At the heart of Northern Ireland's thriving food and drink sector is a community of family-run farms and world-class food producers who prioritise quality, sustainability, and ethical farming practices. For these producers, integrity and transparency are paramount. With rigorous traceability measures in place,

Northern Ireland products meet the demands of both leading retailers and discerning consumers worldwide. Northern Ireland is also a recognised leader in private label production for international markets, including the UAE, showcasing its adaptability and expertise in meeting diverse market needs.

Northern Ireland's commitment to food security is embodied by initiatives like Food Fortress, which promotes sustainable food systems, increases access to nutritious food, and fosters partnerships between local and international businesses.



This initiative strengthens the resilience of the food supply chain, ensuring that markets worldwide can consistently rely on Northern Ireland for safe, quality food products, even in times of economic fluctuations and global pressures.

A Global Reputation for Excellence and Culinary Partnership

Northern Ireland's food products, with their unique blend of traditional recipes and modern techniques, are internationally celebrated. The region's offerings have been recognised with prestigious awards like the Great Taste Awards and Michelin Stars. This established reputation enhances the appeal of Northern Ireland's top-tier

ingredients and products to chefs, restaurateurs, the HORECA sector, and consumers worldwide, reinforcing its status as a world-class food producer. Their long-standing commitment to reliability and quality has made them trusted partners. From artisanal bakery items to premium dairy products and proteins, Northern Ireland's offerings are a culinary adventure waiting to be explored, emphasising their commitment to supporting the hospitality industry with products that meet exacting standards.

Meeting Health and Safety Standards through Innovation

With an increasing emphasis on health-conscious and speciality diets, Northern Ireland has emerged as a leader in the free-from-food sector. The region offers a variety of gluten-free, dairy-free, and natural products that cater to diverse dietary needs. This strong commitment to understanding and catering to specialised food not only allows Northern Irish producers to reach a wider audience seeking natural, healthy alternatives, but also makes consumers feel understood and catered to.

Traceability is a key aspect of Northern Ireland's farmer-centric approach, bolstered by innovative partnerships with leading research institutions such as Queen's University Belfast's Institute for Global Food Security (IGFS). This institute, through its

advanced methods, plays a crucial role in enhancing food safety, quality, and traceability. With robust safety and quality control systems, every product can be traced back to its source, fostering trust between producers, retailers, and consumers.

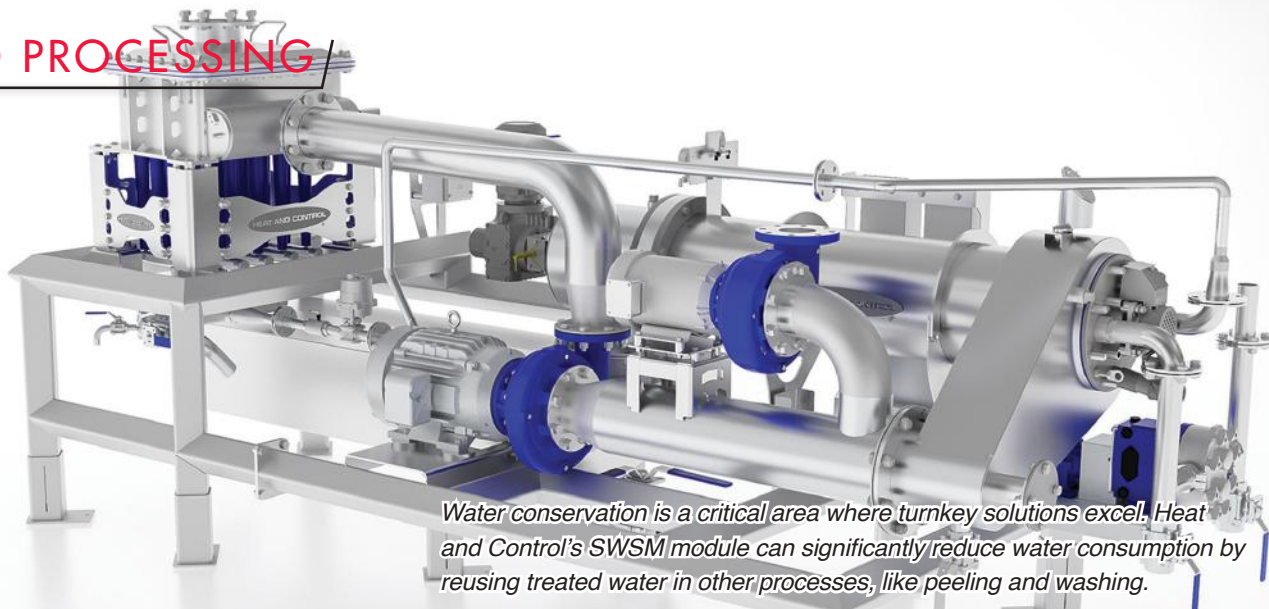
Expanding Global Presence and Embracing Future Opportunities

Northern Irish food and drink products grace some of the finest dining establishments around the world, from the United States to Australia and throughout Europe. In regions such as the UAE, the demand for high-quality Northern Irish dairy, gluten-free, and health-focused products continues to grow, strengthening Northern Ireland's reputation as a premium food source on the international stage.

Our food and drink industry stands out with exceptional, high-quality products that captivate global markets. Our impressive selection features fresh oysters from Rooney Fish in Carlingford Lough and Glenarm Organic Salmon from the Irish Sea. The distinct flavours of Brighter Gold's infused rapeseed oils and Burren Balsamics' Modena-inspired balsamic vinegar highlight the region's originality and excellence in culinary offerings.

Rooted in purity, quality, and sustainable practices, Northern Ireland's pristine countryside, passionate farmers, and forward-thinking producers set the stage for continued success. Thanks to its renowned commitment to natural quality and progressive innovation, Northern Ireland is well-positioned to continue its rise as a premier supplier of outstanding food and drink products on the global stage.





Water conservation is a critical area where turnkey solutions excel. Heat and Control's SWSM module can significantly reduce water consumption by reusing treated water in other processes, like peeling and washing.

STREAMLINING SUCCESS: THE POWER OF TURNKEY SOLUTIONS FOR POTATO PROCESSORS

Why Invest in a Turnkey Solution?

A turnkey solution for snacks offers valuable benefits for organisations seeking efficiency and quality in their operations. However, it's a significant undertaking and many companies find themselves overwhelmed by the complexity and scale of the project. Unlike standard installations, a turnkey solution is tailored to fit unique operational demands, ensuring seamless integration with existing systems.

With limited time and resources to manage such large-scale projects internally, businesses are increasingly relying on turnkey solutions to streamline their processes, reduce downtime, and deliver quality results — without the headache of handling it alone.

Customer-Centric Project Development

Every Heat and Control project starts with a deep understanding of each customer's unique goals, challenges, and required outcomes. "Whether the aim is

to increase production capacity, reduce energy consumption, or meet a new process requirement, we begin by benchmarking available solutions from both our portfolio and the broader marketplace," shares **Bobby Kane, General Manager Western Europe, UK and Middle East regions.**

"At Heat and Control, we offer advanced solutions for nearly every application," says **Bobby Kane.** "We've been setting benchmarks in industrial food processing for over 70 years. Our core expertise is in frying systems and we offer one of the most innovative portfolios in the market. With a focus on cutting-edge technology and versatile applications, our solutions for snacks can meet a wide range of customer needs," says **Bobby Kane.**

Through a collaborative R&D approach, the team supports customers from the initial

discussion phase through detailed engineering and manufacturing. This thorough, customer-focused process is what allows them to consistently deliver tailored solutions that meet and exceed expectations.

"Meeting customer expectations is our highest priority. We ensure that all requirements are thoroughly discussed and agreed upon before moving into detailed engineering and manufacturing. Once these steps are completed, we proceed with installation and commissioning of the solution.

"From design to final commissioning, we utilise a global team of engineers, tradespeople, and service experts to bring each solution to life, ensuring seamless installation and comprehensive support for long-term performance."

Tailored Solutions for Unique Requirements

Turnkey solutions offer a



seamless and efficient experience for customers. A turnkey supplier has the expertise to tailor solutions for processors of all sizes, adapting to diverse production scales and specific requirements. With a turnkey supplier, customers receive all necessary components in one installation, streamlining the implementation process and enhancing effectiveness.

"Unlike other integrators that piece together third-party equipment, we design and manufacture most of our equipment in-house. When we do recommend equipment from other vendors, our process knowledge is what sets us apart, allowing us to ensure optimal performance of the whole solution," says **Bobby Kane**.

At Heat and Control, turnkey installations often extend beyond the standard solutions. They customise process line configurations, resize equipment, and incorporate alternative machines as needed to meet precise capacity and process specifications of their customers. "Flexibility and customisation is the backbone of our success, enabling us to respond quickly to our customers' evolving needs," says **Kane**.

Optimised for Any Application

Heat and Control works with snacks processors of all sizes, tailoring each solution to fit a range of applications. From small snack

fryers to large-scale potato chip or snacks lines, their turnkey solutions set the industry standard for yield, efficiency, safety and sustainability.

For example, in potato chips applications — their industry leading batch and continuous frying systems are known for producing the world's highest quality and best tasting chips. In addition, their batch fryers come with advanced features to reduce fuel costs, minimise energy waste, and lower emissions. Standard models produce 180, 360, and 500 lbs/hr (82–227 kg/hr) but each installation is unique.

Advanced Sustainability Solutions

As demand for sustainable technology grows, turnkey solutions empower processors to operate responsibly, both now and into the future. In the case of Heat and Control — years of research and development is allowing them to suggest innovative new equipment and technologies which can enhance their installations.

"Energy savings, decarbonisation, and water-use reduction are huge talking points for the industry," says attribute. By partnering with a turnkey supplier, customers gain access to a comprehensive view of available solutions, allowing them to enhance their sustainability efforts with optimal modifications,"

"Our high-efficiency Booster

Heater is just one way we're helping processors lower their carbon footprint," says **Kane**.

"It recovers waste heat from the exhaust stack, providing a 20% boost in heating efficiency for batch fryers. It's an innovation that can significantly save on gas costs, while also reducing emissions,"

Water conservation is another critical area where a turnkey solution can excel. "Our SWSM module, for example, removes up-to 90% of starch from potato washers, allowing you to significantly reduce water consumption by reusing treated water in other processes, such as peeling and washing. We've also designed a PRSM module, that enhances water efficiency by filtering larger particles, which minimises the need for external water turnover."

Streamlined for Success

In conclusion, the power of a turnkey solution lies in its streamlined approach, driving success for processors while offering access to innovative technologies and tailored support. By embracing a turnkey solution, businesses can focus on growth, while leveraging the expertise of a trusted partner to navigate the industry complexities with confidence.

For more information, visit www.heatandcontrol.com info@heatandcontrol.com



Image: Full turnkey snack solution from start to finish integration. A turnkey solution is a complex project and no two installations are the same.

CAMA GROUP OFFERS COST-EFFECTIVE PACKAGING SOLUTIONS TAILORED TO CUSTOMER NEEDS

In an interview with Food Business Gulf & Middle East, Ahmed Mohamed, Chief Sales Officer for the Middle East and North Africa at CAMA Group, outlines the strategies driving the Group's ambition to become a leading supplier in the MENA region. He underscores the UAE's pivotal role as a business hub and the importance of building a robust presence in this key market.

Cama Group has set a goal to become a best-in-class supplier for the MENA region. What specific strategies are being implemented to achieve this, and how important is the Middle East market especially the UAE market?

Our company goal for the Middle East is to consolidate

our business presence. The strategies we are adopting starts from understanding all the cultural norms and specific custom regulations; building relationships with key contacts; engage with local partners and manage risk.

From a business point of view we will focus on specific

strategies implemented to reinforce our desire to become a best-in-class supplier for the MENA region. UAE market is an important business hub and it's crucial for CAMA to establish a concrete presence in the region.

Ahmed Mohamed is stepping into the role of Chief Sales Officer for the Middle East and North Africa. How do you see his leadership impacting Cama's growth in this market, and what are your expectations?

My 20+ years business experience in the Middle East and North Africa (MENA), with more than 150 packaging machinery projects executed, allows me to be a valid support in the MENA packaging market, by offering most cost-effective packaging solutions matching customer requirements, also for complete packaging lines with challenging feeding systems

and sophisticated product handling.

My expectations? Working closely with all new prospect customers to support them winning all their secondary packaging challenges.

The IF 315 packaging machine had been showcased for the first time in demo mode at Gulfood Manufacturing. What makes this machine particularly suited for the Middle Eastern market, and what key features set it apart from other packaging solutions?

The IF 315 packaging machine showed at Gulfood Manufacturing Show, specifically designed for this segment, is a monobloc unit consisting of a single compact island. The monobloc integrates multiple functions into a single frame, making it an extremely compact and versatile machine. It is capable of forming boxes, which are then loaded by two in-house delta-type robots, sealed, and sent to the next production stage.

You've mentioned that Cama aims to be a strategic supplier of customizable, turn-key production systems in the food industry. Can you elaborate on how your technologies, like the IF 315, provide value to regional clients in sectors such as bakery, confectionery, and coffee?

The machine, which we have showcased in a demo mode at the Dubai exhibition, can process up to 40 boxes per minute with a maximum input of 400 products. It is equipped

with Cama's most advanced BTG (Break-Through) Generation engineering and, thanks to its quick format change capability, can adapt to a variety of product types: from bakery and confectionery to coffee, as well as other food and non-food sectors.

With the introduction of augmented reality (AR) packages, how is Cama integrating digital transformation into its machinery? How do these advancements, such as the AR-enabled user interface, improve overall productivity and user experience for clients?

Augmented reality packages have become a company's signature. Over the years, we've worked on fully digitizing all aspects that contribute to efficiency and productivity, from format changes to maintenance operations. These functions have been integrated into a tablet that serves as a user interface.

Cama is exploring the possibility of launching a branch company focused on integrated production lines. Could you tell us more about this future business development and how innovations like the MTL Monoblock could revolutionize adaptive production in the MENA region?

Among future business developments is the idea of creating a branch company exclusively to providing integrated



Ahmed Mohamed, Chief Sales Officer for the Middle East and North Africa at Cama Group and **Megha Mary**, Editor of Food Business Gulf & Middle East

lines, with dedicated purchasing and management logics. One of the latest solutions presented in this regard is the MTL Monoblock: a true revolution in adaptive production, made possible through a partnership with B&R, an expert in industrial automation and mechatronics. The MTL Monoblock is capable of handling 2,000 products per minute. This is thanks to the innovative ACOPOStrak track system with independent magnetic shuttles developed with B&R, which allows maximum flexibility in managing different kinds of packaging containing up to three different types of products.

**VISIT CAMA GROUP AT SAUDI FOOD MANUFACTURING
13-15 APRIL 2025, BOOTH D3-54**

GEA LAUNCHES A CARBON- FREE DAIRY EVAPORATOR FOR THE DAIRY INDUSTRY

With the GEA Dairy Evaporator eZero, GEA Group presents an innovative evaporator that operates with zero CO₂ emissions. This solution is designed to meet the increasing demands of the dairy industry, which is facing challenges such as high energy prices and stricter climate targets.

Evaporators are among the largest energy consumers in dairies. They are used in the production of whole and skim milk powder, infant formula and whey powder. Reducing their energy consumption can have a significant impact on both

energy costs and overall plant sustainability. The new eZero Dairy Evaporator enables these energy savings without compromising product quality.

Energy consumption reduced by up to 60%, CO₂ emissions down to zero

GEA's Dairy Evaporator eZero aligns with the company's commitment to eliminating dependency on fossil fuels by transitioning to renewable energy sources and empowering customers to produce more sustainably. Depending on plant operation specifics, resources, and the electricity emission factor, the new system can reduce energy consumption up to a 60 percent and eliminates CO₂ emissions entirely compared to conventional mechanical vapour recompression (MVR) evaporators.

Engineering competence for future proofed solutions

Thermal vapour recompression (TVR) is typically applied to multi-effect evaporators powered by live steam, while mechanical vapour recompression (MVR) is more energy efficient and uses electricity to recompress and recycle product vapour in single-effect evaporators. Both technologies rely on steam for heating products before evaporation. The eZero evaporator is compatible with MVR systems and can also be applied to TVR evaporators after conversion to MVR technology. It is also adaptable to new and existing systems.

To convert an existing TVR evaporator to use the eZero, the thermocompressor is replaced by a standard compressor, while reusing the evaporator's calandria and the high-speed mechanical compressor for the evaporation process. This conversion is the first crucial step in reducing steam consumption and CO₂ emissions by moving away from fossil fuels.

For more information, visit www.gea.com

The new GEA Dairy Evaporator eZero reduces energy consumption and CO₂ emissions for producing whole/skim milk powder, infant food formula, whey powder. Source: GEA



19th
February, 2025

🕒 **5:00 Pm to 11:00 Pm GST**

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AngeoPro

Redefining Future Proteins

AngeoPro™ Yeast Protein is a groundbreaking vegan protein derived from the fermentation of Baker's Yeast (*Saccharomyces cerevisiae*), setting a new standard in high-quality nutrition and sustainability.

LEARN MORE



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