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PRESS RELEASE

## **Prinova expands into Asia-Pacific with new subsidiary in Australia**

Global ingredients and premix supplier Prinova has expanded into the Asia-Pacific market with the establishment of an entity in Australia.

The new subsidiary of Prinova Europe Ltd will serve customers in Australia and New Zealand. It comes in direct response to demand from global clients seeking production support in APAC and follows Prinova's considerable success in EMEA and North America.

Australia and New Zealand (ANZ) have experienced significant growth in the Food & Beverage market. The fastest growing segments are supplements, dairy and sport nutrition. In these categories, Prinova can offer straights, premixes and concepts with a sales person located in Sydney.

The new operation will help the company supply ANZ markets with bespoke nutritional premixes from its China facility, with over 2,000 ingredients in categories ranging from vitamins and amino acids to essential oils and aroma chemicals supported by warehouses in ANZ.

Nic Dam, Group Managing Director at Prinova, said: "The decision to expand into ANZ was a logical step in our growth strategy. It will further strengthen our service capabilities in the fast-growing Asia-Pacific market, while also helping us meet the needs of ANZ specifically, which is very different from other Asian markets. Categories such as sports nutrition and dairy are increasingly important in Australia and New Zealand, so it was essential for us to hold local inventory and offer support and expertise to our growing ANZ customer base."

Prinova currently has more than 35 strategically located facilities worldwide. As a single-source partner offering ingredients, custom services and market expertise, the company adds value at every step of a product's lifecycle. Prinova's customers enjoy advantages such as:

- Supply chain security
- Global production capabilities
- Service excellence
- Technical expertise
- Market intelligence
- More than 40 years of Prinova experience

Prinova Australia and New Zealand Pty Ltd will exhibit on Stand H40 at Food Ingredients Asia in Bangkok, which takes place 11-13 September 2019.

**ENDS**

**About Prinova Europe**

Prinova is leading global supplier of ingredients and premix manufacturing solutions for the food, beverage and nutrition industries. Prinova holds strategic stocks in 35+ distribution centres around the world to ensure continuity of supply and has liquid and dry premix manufacturing facilities in the UK, China and the USA. Prinova's premix business is underpinned with over 30 years of experience in ingredient sourcing and distribution, servicing their customers with global inventories, market expertise and leading market positions in Vitamins, Amino Acids, Sweeteners, Preservatives, Proteins, Aroma Chemicals and more.

For more information visit: [www.prinovaeurope.com/](http://www.prinovaeurope.com/)

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