

Partnership formed to improve food innovation, nutrition in West Africa

Germany-based fragrances, care, flavourings and nutrition manufacturer, Symrise AG has entered a strategic partnership with Freddy Hirsch Nigeria, a manufacturer of spices, ingredient and flavours to boost food innovation and nutrition in West Africa.



Source: Symrise

Under the new deal, the companies will focus on the development, launch and commercialisation of "transformational food products": general seasoning, bouillon meat, snacks and instant noodles. Through this partnership, the companies said they aim to deliver authentic regional and hyperlocal African flavours and ingredients.

Both Symrise AG, a global multibillion-dollar company with over 10% market share and presence in more than 100 countries, and Freddy Hirsch Nigeria have world-class research, development, and application laboratories and manufacturing facilities.

"Africa's projected population of 3 billion people by 2050 presents a large market for food and nutrition globally", says Sofiane Berrahmoune, sub-regional director flavour Africa Middle East. "Symrise AG is leading in meeting the needs of its customers and with this strategic partnership with West Africa's leading flavourhouse – Freddy Hirsch Nigeria.

"We can deliver even greater speed to market in Africa. This strategic partnership with Freddy Hirsch Nigeria will give us deeper access to valuable insights about Africa's food industry."

Driving evolution of food and beverage industry

Increasing urbanisation, rising incomes, a growing regional population, and evolving lifestyle changes are driving the African food flavour and enhancer ingredient market and increasing the consumption of processed foods and beverages. The Africa food flavour and enhancer market is a small but growing market forecasted to witness a CAGR of 5.12% during the forecast period 2020 - 2025. The global flavour and fragrance market is forecasted to reach \$36bn in 2022 with Africa expected to play one of the biggest growth opportunities.



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Speaking on the partnership, the managing director of Freddy Hirsch Nigeria, Kojo Brifo, said: “To achieve our vision of creating authentic African flavours and tastes, we have invested in a research, development & application laboratory and a manufacturing facility with world-class quality management systems in West Africa, Nigeria. Our partnership with Symrise AG provides an acceleration of flavour development across West Africa and will increase the creativity of customised flavors, help our customers attain speed to market and enhance their operational agility.”

Together, Symrise AG and Freddy Hirsch Nigeria are aiming to position themselves as the "leading contributors to the evolution of the food and beverage industry" in West Africa and the Middle East. “Together, we are stronger than ever, committed to co-create with Freddy Hirsch Nigeria, combining the best of our strengths and leveraging our strong global footprint with our winning local flexibility, market, and consumer understanding,” concluded Berrahmoune.

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