

Azelis and CP Kelco further strengthen their partnership and expand in the Nordics for the food and beverage industry

Azelis appointed exclusive distribution partner for all CP Kelco products sold into food and beverage applications in the Nordics

BELGIUM, May 8, 2019 /EINPresswire.com/ -- [Azelis](#) is delighted to announce it has signed an agreement extension with their strategic partner CP Kelco, a leading global producer of nature-based ingredient solutions, for the exclusive distribution for CP Kelco products sold into food and beverage applications in Denmark, Sweden, Norway, Finland, Iceland, and the Faroe Islands. Effective 23 June, 2019 this new mandate, that includes pectin, carrageenan, gellan gum and SIMPLESSE® micro-particulated whey protein concentrate, follows on the existing cooperation of CP Kelco and Azelis in parts of Europe and Asia.

Highlight & rationale

- Azelis is appointed exclusive distribution partner for all CP Kelco products sold into food and beverage applications in the [Nordics](#).
- The new mandate is an extension of the existing distribution agreements that the two companies have had in parts of Europe and Asia for many years.
- Azelis' strong technical expertise, proven track record of growth, innovation focus and good onboarding track record have all contributed to CP Kelco's decision to expand the partnership.
- The new agreement with CP Kelco is in line with Azelis' strategic ambition to expand existing partnerships into new territories.

As a long-term distribution partner of CP Kelco in parts of Europe and Asia, Azelis has demonstrated a steady organic growth, stimulated by its strong formulation expertise. Azelis' innovation capabilities together with its proven onboarding track record were key aspects for CP Kelco to choose for Azelis.

"We are pleased to expand our relationship with Azelis into the Nordic markets," said Niels Thestrup, Vice President, EMEA Region for CP Kelco. "Together, our organisations are committed to deliver value-added solutions and services to meet and exceed our customers' expectations. We are excited about the support of a strong partner like Azelis to help customers and formulators develop new applications with our nature-based ingredients."

Anna Bertona, CEO & President, Azelis EMEA, adds: "Strong technical expertise is a key element of Azelis' offerings to customers. High quality ingredients from a market leader such as CP Kelco complement our current portfolio range in the Nordics, enabling our technical application team to offer the best possible solutions to customers. At the same time, it allows us a better access to segments in the food industry like fruit, dairy, beverage and confectionary."

Azelis has 16 food and nutrition application laboratories located around the globe, namely in Belgium, Canada, China, Czech Republic, Denmark, France, India, Indonesia, Ivory Coast, Morocco, Poland, Romania, Russia, Turkey, UK, and in Ukraine. Azelis' ability to test products, develop concepts and supply to just-in-time delivery schedules makes it the chosen partner for many leading food and beverage customers.

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