

China-based food company Angel Yeast beefs up supply and innovation capabilities

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Guided by the latest customer insights and driven by its goal to offer healthy and sustainable yeast products for global customers, a China-based food company Angel Yeast has announced its 2023 brand development strategy centered around addressing the market pain points and delivering innovative solutions through strategic investment and partnerships that enable the company to expand its supply and R&D capabilities. Angel aims to bring premium quality yeasts to households worldwide and to the global Food & Beverage industry, allowing customers to experience a better quality of life through the exceptional taste, aroma, and nutritional value that Angel's products bring to their meals and daily food.

According to the study, the rapid growth of the yeast market is propelled by the roles of yeast in food and beverage products as a flavour enhancer and nutritional booster. The use of yeast in new product development has increased across all regions between 2018 and 2022.

Western Europe is still at the forefront of utilising traditional yeast in developing new products, while the use of yeast extracts in Asia is higher than the global average. As Western Europe continues to hold its leadership in beer innovation and development, the region accounts for almost half of the new yeast-based alcohol products. Keeping up with the demand to grasp market opportunities is a challenging feat. It means companies need to improve their yeast production capabilities while establishing agile and robust supply chains adaptive to market growth.

Angel's investment in 2022 surpassed RMB 3.3 billion (\$485 million), with 18 completed construction projects and 29 new projects underway. With the establishment of its subsidiary in Russia and the expansion of the Egyptian branch, Angel is well-positioned to meet the growing demands of yeast-based products.