

ofi accelerates category focus with launch of F&B Solutions platform

25 January 2024 | News

The new F&B Solutions platform consolidates ofi's current category solutions capabilities and innovation infrastructure to support a diverse range of customer requirements better



The new F&B Solutions platform consolidates ofi's current category solutions capabilities and innovation infrastructure to support a diverse range of customer requirements better

Leading provider of naturally good food and beverage ingredients, ofi, announces the next phase of its customer-first strategy with the launch of a new commercial platform – ofi F&B Solutions – which will be part of its Ingredients & Solutions reporting segment.

The new F&B Solutions platform consolidates ofi's current category solutions capabilities and innovation infrastructure to support a diverse range of customer requirements better.

Those customers looking to co-create new consumer concepts or new application solutions, particularly with a combination of ofi ingredients, will be supported by the new platform with its four Customer Solutions Centers in Amsterdam, Bangalore, Chicago, and Singapore, as well as ofi's consumer insights and strategic account teams based around the world.

Those customers seeking excellence in single ingredients, from sourcing to manufacturing, will continue to be supported by ofi's five leading product platforms in Cocoa, Coffee, Dairy, Nuts and Spices with their global origination and sourcing capabilities, competitive sustainability offering, and deep plant science and product innovation expertise. This service will be further strengthened through close collaboration with the F&B Solutions platform to offer category insight and application development capacity so single-ingredient customers can benefit from more value-added ingredients and services.