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ABFT and JJING partners to expand malt distribution

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Jebsen & Jessen Ingredients (JJING), the ingredients business unit of diversified industrial conglomerate Jebsen & Jessen Group, and AB Food & Beverages (Thailand) (ABFT), a subsidiary of Associated British Foods Plc, have forged a strategic partnership to expand malt distribution across South East Asia. Under this partnership, JJING will serve as the primary distributor of ABFTâ??s malt products across the region spanning Thailand, Singapore, Malaysia, Vietnam, Indonesia, and the Philippines.

As ABFT ventures upstream into the ingredients sector in Southeast Asia, this partnership will see its high-quality malt products made available for the first time to food and drink manufacturers across the region.

As part of the partnership, JJING, as the primary distributor, will tap on its extensive distribution network and deep knowledge of local markets in South East Asia to distribute ABFTâ??s malt products, which include Dried Malt Extracts and Liquid Malt Extracts.

With the demand for malt-based foods, drinks and supplements - including baby food, craft beers, health supplements, and protein-rich diets - surging due to the increasing popularity of organic food and a growing awareness of malt's nutritional benefits, the addition of ABFTâ??s malt products to JJINGâ??s existing malt range will diversify and expand its malt portfolio and offerings to customers in the region. Through its Regional Innovation Labs, JJING will also utilise and incorporate ABFTâ??s malt products to develop new formulations and ingredient applications tailored to diverse consumer taste profiles.