NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Kerry establishes local manufacturing partnership for taste solutions in Pakistan

26 February 2025 | News

This partnership enables Kerry to support the thriving Pakistani consumer food market with the production of taste solutions for global and domestic food manufacturers

This partnership enables Kerry to support the thriving Pakistani consumer food market with the production of taste solutions for global and domestic food manufacturers

Kerry, a global leader in taste and nutrition, has partnered with Far Eastern Impex (FEI) to open the first international production operation for flavourings in Pakistan. The manufacturing facility, built to world-class standards and Kerry specifications, will commence production immediately, servicing PepsiCo, a global snacks manufacturer.

To mark this milestone, Kerry hosted an inauguration at the FEI Factory in Malir, Karachi, with representatives including Ambassador of Ireland to Pakistan Her Excellency Mary Oâ??Neill; U.S. Consul General Karachi Scott Urbom; President & GM MENAPAK Foods PepsiCo Ahmed El Sheikh; President & CEO Kerry Asia Pacific, Middle East & Africa (APMEA) Peter Dillane; CEO PepsiCo Pakistan & Afghanistan Mohammad Khosa; VP & Chief Procurement Officer PepsiCo Africa, Middle East & South Asia (AMESA) Nabil Sousou; CEO FEI Abeezar Poonawala; and COO FEI Aman Poonawala.

This partnership enables Kerry to support the thriving Pakistani consumer food market with the production of taste solutions for global and domestic food manufacturers, tailored to local preferences.

In localising production through FEIâ??s advanced manufacturing facility, Kerry is setting an industry benchmark, signalling the development of local capability, and ensuring a faster go-to-market process, with a â??Made in Pakistanâ? designation that appeals to manufacturers and consumers.