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# Cargill opens transformed Innovation Center in Singapore to advance food innovation

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To serve rapidly evolving market needs and consumer preferences in Asiaâ??s food sectors, Cargill opened the doors to its refurbished Innovation Center in Singapore, an initiative supported by the Singapore Economic Development Board (EDB) and Enterprise Singapore (EnterpriseSG)

Attended by key customers, senior EDB and EnterpriseSG officials, and the media, the unveiling ceremony was marked by a celebratory cake-cutting. This was followed by a walkthrough of the transformed facility and a unique culinary experience with tastings of the Centerâ??s latest food innovations made with Cargillâ??s ingredients and solutions, such as chocolate frappÃ©s, reduced-sugar sparkling tea sodas, bake-stable brownie bars and pain au chocolate, creamy dark chocolate bon-bons, decorative donuts, and chicken nuggets served with Asian-flavored sauces.

â??At Cargill, we aim to help our food manufacturing and food service customers develop commercially successful products for the Asian market. We do this by providing our comprehensive suite of food ingredients and solutions and supporting them with innovation and sustainable offerings. Todayâ??s Asian consumer is increasingly adventurous yet discerning. We see great potential for our customers to grow by addressing consumer demand for new flavors, formulations and menus, driven by trends around convenience, novelty, health, and indulgence. Our upgraded Innovation Center in Singapore will deliver faster and better outcomes for customers by co-creating products that respond to local consumer tastes and diverse competitive

landscapes across the region. Together, we are shaping the future of food, for Asia from Asia,â? said John Fering, Group President, Food APAC, Cargill.