

Givaudan invests \$1.22M in new flavours centre

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Givaudan's flavours division has opened a new \$1.22 million technical and commercial centre in Casablanca, Morocco. The new site will allow Givaudan to offer a full range of flavour application capabilities in one location in Morocco for the first time, serving customers in the savoury, beverages, sweet goods, dairy and snacks segments.

The 600-square-metre facility includes application labs with specialised technologies, along with commercial spaces for customer taste and smell experiences.

It will serve customers in Algeria, Morocco, Tunisia, Senegal, Malta, Ivory Coast and Guinea, with additional support for creation from Givaudan's flavour development centre in Dubai and its regional innovation centres in the Netherlands and Switzerland.

According to Givaudan, the investment forms part of the company's 2020 high growth markets strategy, and demonstrates its ongoing commitment to the Maghreb and West Africa regions.