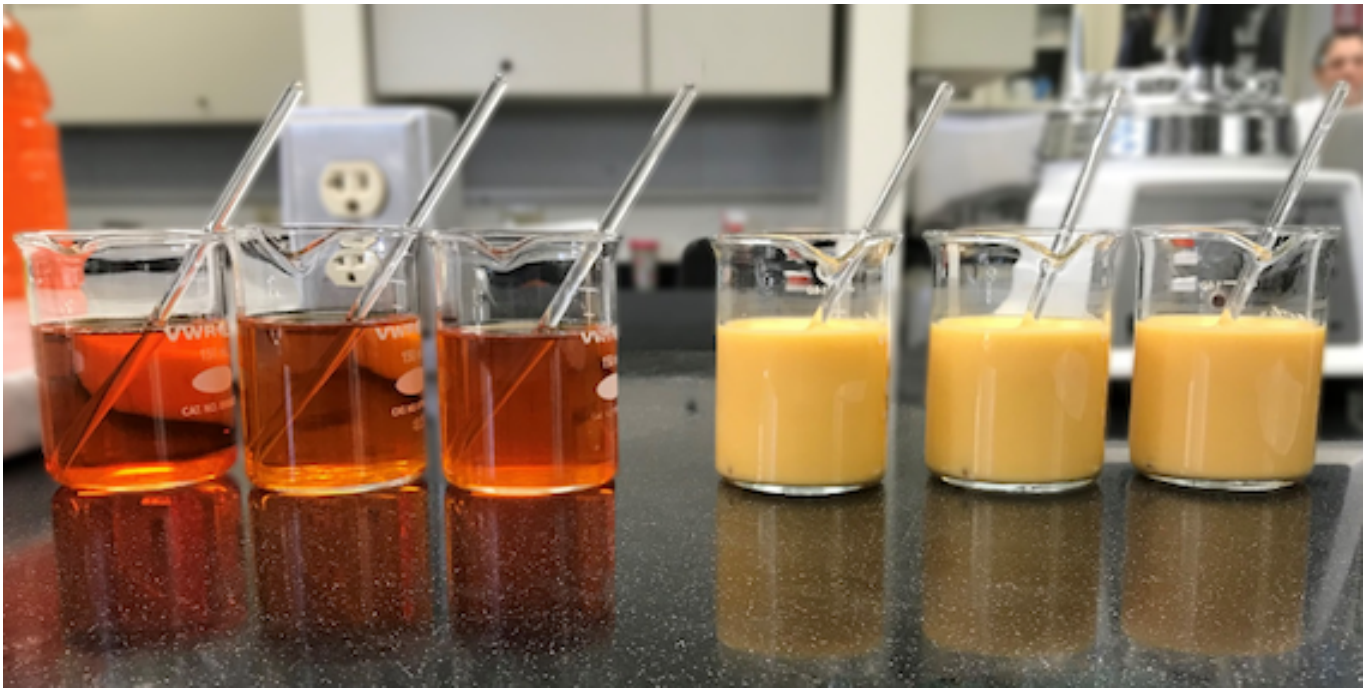
NEWS | GLOBAL

Givaudan buys US-based natural food colour firm DDW

As part of its 2025 strategy to expand the portfolio of its global Taste & Wellbeing business, Swiss firm Givaudan has recently announced that it has reached an agreement to acquire DDW, The Color House, a US based natural colour company.

By **Pooja Yadav** | October 12, 2021



givaudan-buys-us-based-natural-food-colour-firm-ddw

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The acquisition will enable Givaudan to become a global leader in natural colours, enhancing its ability to create “Feel Good” Food Experiences through its extensive portfolio of taste and sense solutions.

Headquartered in Louisville, Kentucky, USA, DDW is a leading privately-held company in the natural colour industry, with 12 manufacturing facilities around the world and 315 associates.

“The combination of both companies will enable us to become a global leader in natural colours and strengthen our ability to create with our customers multi-sensorial food experiences consumers love. We look forward to welcoming the DDW employees to the Givaudan family,” said Louie D’Amico, President of Taste & Wellbeing at Givaudan.

The terms of the deal have not been disclosed and Givaudan plans to debt fund the transaction. DDW’s business would have represented approximately $140 million of incremental sales to Givaudan’s results in 2020 on a proforma basis. The transaction is expected to close in Q4 2021.

Read online: https://nuffoodsspectrum.in/news/31/18127/givaudan-buys-us-based-natural-food-colour-firm-ddw.html
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