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McCain Foods buys Scelta Products to enhance appetizers portfolio

The acquisition will fuel future growth in the global prepared appetizers market

By **Manbeena Chawla** | September 14, 2022



WordPress post #25205

The acquisition will fuel future growth in the global prepared appetizers market

McCain Foods has acquired Scelta Products, adding the Netherlands-based producer of frozen foods to its growing family of vegetable appetizer product offerings.

Scelta Products marks the latest in a series of investments and acquisitions McCain has made in recent years to expand its appetizer and snacking offerings; some of these include Ad van Geloven, Strong Roots and Forno De Minas. The Scelta Products acquisition is a further sign of McCain's commitment to maintain and strengthen its position in the global prepared appetizer market.

Scelta Products has been driving innovation in the frozen vegetable industry for more than 22 years and has been a business partner of McCain's for the past 13 years. Scelta Products' onion rings, battered and breaded mushrooms and other vegetable appetizers fit well within McCain's existing appetizers portfolio.

Scelta Products' plant assets will be integrated into McCain's product network, creating increased production capacity to accelerate global prepared appetizer growth throughout European and international markets.

Image credit- prnewswire

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