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Azelis extends food & nutrition portfolio through partnership with Oterra

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By **Shraddha Warde** | February 26, 2024



Azelis

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Azelis, a leading innovation service provider in the speciality chemicals and food ingredients industry, is pleased to announce a new distribution agreement with Oterra, a major provider of natural food colours. Effective immediately, this partnership allows Azelis to serve its customers in Romania, Moldova, Bulgaria, Slovakia, Czechia, North Macedonia, and Hungary.

Since its first food colour launched in 1876, Oterra became a renowned, global leader in the industry, and now provides a variety of natural colours for the food and beverage industry. This agreement underscores Azelis' commitment to innovation, offering customers a wide range of high-quality and sustainable solutions, and allows the group to extend its lateral value chain, adding a new product line to its portfolio. Oterra now benefits from Azelis’ sales coverage in the countries covered by the deal, thanks to the expertise of the teams, strong marketing support, and an extensive network of application laboratories for Food & Nutrition.

Enrique Miquel, Global Head of Distribution & Market Partners at Oterra, comments, “Working with the Azelis team will enable us not only to increase our reach in this region but also to provide even more innovative and sustainable food and beverage colours to meet customer requirements and current market needs. We are confident that our new agreement with Azelis will be highly beneficial for Oterra thanks to the introduction of enhanced solutions to the food and beverage industry – we look forward to seeing the results of this collaboration materialise.”

Read online: https://nuffoodsspectrum.in/news/34/20795/azelis-extends-food-nutrition-portfolio-through-partnership-with-oterra.html

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