



## Media Release

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### **Bell Flavors & Fragrances EMEA opens culinary centre and office in UK**

*On Sept 26<sup>th</sup>, Bell Flavors & Fragrances EMEA officially opened its new culinary centre and office space in Ketton, Stamford. With the new location, the flavour house strengthens its culinary capabilities and regional reach within the UK market and sets a strong focus on speed to market and customer-centric culinary innovations tailored for the needs of UK customers.*


Located in Ketton, Stamford, the new culinary centre and office enables Bell to meet the growing demand from customers within the UK market. Next to its general strong presence on the European market, Bell has focused on the UK food and beverage industry for the past years, gaining a high level of cross regional market understanding. Based on the current success, the need to further concentrate on an increased and redefined customer experience and to engage in an innovation space for creating culinary and application-driven product developments has evoked. "The new culinary centre and office space incorporates a state-of-the-art test kitchen, meeting space and office facilities", says Oliver Saalman, Vice President Flavours Division. "With a strong focus on the UK market, this new facility strengthens not only our regional presence – customers will benefit from a faster access to innovative culinary solutions and service. It will allow us to accelerate market oriented product developments together with our customers, explore and develop new concepts and product solutions, host tasting and innovation sessions and increase our expertise in the culinary sector, while keeping track of regional legal implications", he adds.

Complementing Bell's headquarters in Leipzig, Germany, the new facility is designed to encourage creativity, target culinary innovation and focus on regional product needs, with an own culinary chef working on-site to deliver on food innovation. The space also comprises flavour application capabilities in savoury, sweet, dairy and the beverage segments. "It is important for us to be ahead of industry challenges and consumer insights, anticipate major trends at an early stage and deliver great taste experiences as well as functional solutions for our customers, enabling them to create successful and winning consumer products. The kitchen and tasting area sets the ideal spot to expand our culinary capabilities and to collaboratively develop new food solutions together with our customers and partners, based on current or future market dynamics, changing dietary needs and by helping to create healthier products that are in-line with consumer expectations. It is an inspiring, modern place for ideation and networking and gives our team a creative environment to innovate with flavours, botanical extracts and other food ingredients to create new experiences with a focus on authenticity and clean labelling.", Saalman notes.

The official opening ceremony was held on September, 26<sup>th</sup> and attended by customers and partners, the Bell EMEA management including President Raymond Heinz and Vice President Oliver Saalman, alongside the UK team, Bell's culinary chef, R&D and marketing team members. The ceremony was further highlighted by former England and Paralympics GB captain Jack Rutter, who cut the ribbon as a symbol of the official opening. Further to this, Bell invited UK celebrity chef Richard Bainbridge, who accompanied the event with an exclusive food demo, using Bell's botanical extracts and natural flavours in his culinary creations. Attendees were able to taste varieties such as Benedicts cone including a cod roe emulsion and pickled cucumber or a squash and sage terrine with black garlic and kale.

#### **About Bell Flavors & Fragrances EMEA:**

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*Bell Flavors & Fragrances is a leading supplier of flavours, fragrances, botanical extracts and ingredient specialities to the beverage and food industry, as well as the household care and personal care industry. Bell's affiliated companies in the United States, Canada, Mexico, Brazil, China and Singapore give the company flexibility in the world market place and enable Bell to bring new trends quickly to customers' attention.*

*Bell Flavors & Fragrances – get in touch with taste!*

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