

BUSSINESS NEWS

BARENTZ INTERNATIONAL

Barentz International Expands as Ingredients Distributor in Latin America and Establishes a Joint Venture with Tovani Benzaquen Ingredients in Brazil

Barentz International, a leading international ingredient distributor, continues to expand in Latin America, establishing a Joint Venture with Brazilian Tovani Benzaquen Ingredients, a major ingredient distributor in South America. The partnership will generate valuable synergies and make the most of the two companies' strengths on the important Latin American market.

"This is our first real entrance into Brazil, a step which fits in perfectly with our global strategy, where Latin America is an important new market," says Hidde van der Wal, CEO of Barentz International, a leading international ingredients distributor, headquartered in The Netherlands.

Barentz already set foot in Latin America, in November last year, and have recently announced a Joint Venture with Deltagen Group, with offices in Curacao, Venezuela, Colombia, Ecuador, Chile and Peru. Valuable synergies will be generated by bringing Barentz' long-established global supplier network into Brazil, by means of Tovani's long experience and great reputation in the market segment food & beverage as well as pharmaceuticals in Brazil. Furthermore, Barentz will be able to offer Brazil their own produced premixes, ingredients blends and antioxidants from their newly established Vitablend facilities in the US.

More information: www.barentz.com/