



## **PRESS RELEASE**

# **Dutch producer of herbs & spices moves to top position in Europe**

## ***Takeover of Intertaste by Koninklijke Euroma final***

**Wapenveld, 15 February 2018 – International herbs and spices producer Koninklijke Euroma has successfully finalised its bid for the takeover of Intertaste. After approval by the Authority for Consumers & Markets (ACM), Koninklijke Euroma today officially takes over all shares of the Dutch branch competitor. With this takeover Euroma achieves a top ranking in the European market and a first place in the Dutch herbs and spices market.**

The two companies with a combined workforce of around 500 employees turn over some EUR 220 million. Euroma's priority in 2018 is the merging of the companies' expertise in areas relating to the development and production of herb and spice based flavourings such as herb mixtures, sauces, dressings, soups and texturing products. Euroma and Intertaste share important commonalities including their Dutch roots and international orientation, a high-end customer base and a strong focus on customer support and service.

### **INNOVATIVE DEVELOPER IN TASTE**

The strategic takeover places Euroma in an outstanding position to consolidate its status as a leading and innovative taste maker. Robert Hoogstra, CEO of Euroma, points to opportunities which the current food trends hold in store. 'Consumers are more aware and discerning of food and health aspects. Euroma has extensive and in-depth knowledge of herbs and spices and capability to develop tasty, innovative products for instance which contain less sugar, less salt, or other additives. It's that knowledge base that underpins our innovative ability to translate food trends into concepts, and it's why our customers appreciate us as a partner in all areas of flavouring and packaging.'

### **SUSTAINABLE PRODUCTION**

Euroma's headquarters are still in Wapenveld, but a move to Zwolle in 2019 is scheduled after completion of a state-of-the-art factory and innovation centre. The new facility is on track to become Europe's most advanced and sustainable processing plant with capabilities in steam treatment, grinding, blending and packaging of herbs & spice products.