

Soufflet Malt brings 'malt at every moment of the day' to Food Ingredients Europe

Paris, France, 13 November 2025 – Soufflet Malt, the world's number one maltster, will showcase a new generation of malt-based ingredients at **Food Ingredients Europe (Paris, 2–4 December)**.

The company will present several patented innovations for malt-based hot beverages, cocoa replacer and concentrates for low and no alcohol drinks that combine taste, cost-effective and boast great sustainability credentials.

- **Hot beverages** – A rich, roasted and caffeine-free beverage that offers comfort, luxury and depth of flavour. Sustainable and cost-effective, it can stand on its own or as a replacement or complement to coffee and other hot beverages.
- **Cocoa replacer** – Delivering the taste, colour and texture of cocoa, its naturally sweet formula enables better-for-you products with less sugar. This product uses 15 times less water and is locally sourced reducing carbon emissions.
- **Low and no alcohol drinks** – A malt concentrate made from just malt and water, this break-through ingredient is shockingly simple and naturally sweet. It offers endless customisation possibilities for brands seeking clean-label, better-for-you sodas, mocktails, energy drinks and iced teas and unlocks a world of potential for premium low and no alcohol drinks.

It will also showcase next-generation innovations featuring healthy and functional **malt rootlet ingredients** and reveal more about its ambition to **industrialise grain fermentation** supported by its advanced expertise in germination. Moreover, the company will also introduce options for replacing sugar with caramel and malt honey-like syrup.

"Taste comes first. It's the reason malt has stood the test of time, and why it's now finding new expression in foods and drinks," said Laurent Debande, Chief Growth and Innovation Officer. *"Our adjacent markets strategy is using innovation to unleash malt's potential, delivering great taste and meeting demand for natural, clean-label and sustainable ingredients."*

These innovations form part of the company's **MALTiPLY 2030 strategy**, which aims to broaden the role of malt into markets beyond brewing and distilling, bringing '**malt at every moment of the day**' to manufacturers anywhere in the world.

Media and visitors at Food Ingredients Europe can discover Soufflet Malt by visiting **Stand 73D39**.

Highlights to look forward to at Food Ingredients Europe 2025

- Taste and discover malt-based chocolate cookies with our cocoa replacer, low & no alcohol beverages, hot beverages and malt fermentation solutions at **Stand 73D39**.
- Jean-Charles Motte, Research and Development Director at Soufflet Malt, will present a case study entitled '**The power of germination: will tomorrow's ingredients be malted?**' on 2 December at 11:50 - Fi Conference Theatre, Hall 7.2

About Soufflet Malt

Soufflet Malt is the world's leading maltster, with 40 malting plants across 20 countries in Europe, Asia, Africa, Australia and America. Employing more than 2,300 employees, Soufflet Malt has a production capacity of 3.7 million tonnes of malt annually to meet the demands of its customers – large, global breweries and artisan craft brewers, distillers and other industrial players – around the world. Building on its local farming roots and global reach, including distribution through Country Malt Group in North America and Cryer Malt in Asia, Soufflet Malt acts as a trusted supplier of quality malt, serving customers through brands such as Canada Malting Co. Ltd, Great Western Malting, Durst Malt, Bairds Malt, Castle Malting, Tchecomalt, Barrett Burston. With a commitment to pioneer sustainable malt solutions, Soufflet Malt remains steadily focused on innovation across its entire value chain.

Our vision: **Unleash the Power of Malt.**

For more information: souffletmalt.com

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