



Food ingredients
Europe

Meet the Exhibitor: Avebe



WHAT PRODUCTS ARE YOU OFFERING?

Some see potato, we see potential. What do you see? With this motto, Avebe takes an active role in the development of appealing, nutritional and healthy food products with potato-based solutions.

Because we culture our own potato breeds, we are in control of all characteristics of our products: pure potato starch and potato protein. Without compromising on texture and taste, Avebe's new concepts are suitable to meet various consumer needs, such as 'healthy aging' and different ethical beliefs: plant-based, free from allergens, kosher & halal.



**Exhibiting
company
Address**

Avebe

Visiting address:
Prins Hendrikplein 20
9641 GK Veendam

Postal address:
P.O.Box 15
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The Netherlands

Stand number

6C91

**GET YOUR
PASS**



MEET THE EXHIBITOR: AVEBE

Q&A



Tell us about your company - what are your specialisms and what geographical area do you operate in?

Avebe is an international cooperative of more than 2,000 farmers in the Netherlands and Germany. Our raw product is potatoes, and we extract everything possible from it to make products for the food, animal nutrition and industrial markets.

Originally Avebe began by extracting starch from potatoes, but over the years we have expanded to extract protein and fibres too. While we operate in the industrial market and produce products for the animal nutrition market such as feed, our main focus is food. We aim to be a leader in providing premium texture & nutrition solutions, based on ingredients from the potato, for a wide range of food applications.

We have production facilities in the Netherlands, Sweden and Germany, with our HQ based in the Netherlands. We are one of the main players in the potato industry and we serve customers all over the world. Our sales offices are located in Germany, the USA, Japan, Turkey, China, Taiwan, Dubai and Singapore. Our team continues to grow and we have over 1350 employees all over the world. 2019 will be a big year for us as we celebrate 100 years of business!

What will you be showcasing this year at Fi Europe?

We have the ambition to help consumers all over the world to eat more healthy, nutritious and eco-friendly food. At Avebe we call this Good Food. At the Fi Europe, we would like to present our newest texture solutions for plant-based meat, plant-based dairy and confectionery. Furthermore, we will show our clean label solutions for a wide range of dairy applications.

What are the biggest trends in the wider industry, and in Europe specifically?

While in emerging economies the key needs are availability, affordability and shelf life, we believe that the biggest trend in the European food industry is the growing demand for plant-based food, such as meat analogues and dairy-free foods. This is driven by increased consumer awareness for sustainability, health and animal welfare. Our 100% plant-based ingredients perfectly fit with this demand, and offer opportunities for the development of better plant-based alternatives for meat and dairy products.