



Left to Right: Mazen Kanaan, Marketing Manager - TMEA with Dominique Floch, Regional Sales and Technical Director, Turkey, Middle East and Africa, Tate & Lyle.

# “Tate & Lyle showcases latest innovation in calorie reduction solutions at Gulfood”

**Interview: Dominique Floch,  
Regional Sales and Technical Director,  
Turkey, Middle East and Africa, Tate & Lyle.**



### What is new in this exhibition?

It is our 6<sup>th</sup> year at the exhibition and we have progressed considerably since we first exhibited in 2014. This show is very much our strongest show in the region and we are participating in a greater volume and new technologies. The shift in the food industry towards calorie and sugar reduction solutions is being taken seriously, with new technologies developing day-by-day. In the Middle East, new technologies and solutions in the sugar reduction space are increasingly less of a choice, and more of a need.

### Does it seem that there is a lifestyle change taking place at this moment?

Yes, it is. The food industry is getting more and more complex nowadays, with a lot of change taking place, so we need to have the right development technology and right service to be successful in the market. We are very well positioned to support the industry as it adapts to change.

### Are you getting any feelings from the Pakistani market about this sugar reduction?

Yes, we do, because the food industry connections that have been built between the Middle East and Pakistan are very strong. While this is a relatively early development within the Pakistani food industry, our business and expertise is mature and continuously growing, and our level of customer satisfaction remains high. Innovations like sugar reduction are gaining more interest in Pakistan, and we expect this to keep growing.

### What sectors in Pakistan do you cater to at the moment?

We are particularly active in the beverage and dairy industry. That's the beauty of our product offering, that we can cover most food applications, which gives us a big advantage.

### What about the Bakery industry?

Yes, we have solutions for bakery, and we also have a strong expertise and interest in condiments, sauces and beverages. The baking industry is very big industry, and we know that there is a lot of potential for us in it, so we are additionally investing in the development and the skills of our people in this segment.

### How long have you been in the Middle East? What have you experienced the change over this period?

For the last 10 years, we have had a presence in this region. People are increasingly aware of health issues, and the trends confirm that people have started to consume less fat and sugar. We have also invested in our marketing capabilities in the region, so that can provide a link between the market and our products. People today are willing to curtail sugar and the amount of fats from their foods, and they require more fibre in their foods. They are also looking at the food industry to give the right solution to these problems, and this is how we can help our customers. We would like to have a stronger presence in Pakistan because there is a big potential for business. On top of all, we are also looking to get an even better understanding of the market problems, so that we can continue providing the right solutions.

Daily, new products are coming in the market like flavored milk and some new products that were not seen before. We haven't seen any sugar reduction in Pakistan but I hope that in future it will also be considered in Pakistan because of health issues.

We have a wide range of products that support consumers in making healthier choices. Today in our portfolio we have more than 25 types of different products and have the right technical team to support projects with our customers. We also have exciting expansion plans in the region over the next few years. This is a step forward for the growth of our business and to come closer to our customers in the Middle East and Africa. ♦