

PRESS RELEASE

Individual success concepts for international markets

Hydrosol: Revenue growth through greater internationalisation

Hamburg, May 2016 – The Hamburg-based, owner-operated Stern-Wywiol Gruppe is continuing its growth course on the international ingredients market. Last year the Group made revenues of 444 million euros, again giving it a double-digit growth rate over the previous year. Its Hydrosol subsidiary has made an important contribution to this continued positive balance. This stabilising system specialist showed what its success is based on at its recent international Sales Network Event, with the motto “We make food texture swing.”

“If you want to expand in different markets you need to develop individual solutions for your customers, but you also need to do more,” explains Hydrosol CEO Dr. Matthias Moser. “Fast, flexible reaction to customer needs and requests are at least as important as innovation-driven new ideas that give customers new value creation opportunities.” One example is a stabilising system for making whey desserts that Hydrosol originally developed for the Latin American market. This functional system gives cheese producers a way to market their excess whey profitably by taking low-cost yogurt-like desserts to market.

In developing solutions with future potential, there is no substitute for intensive research with modern technology. Likewise, an accurate understanding of the requirements and trends in the various markets is indispensable. So at Hydrosol, Sales and Applications Research work hand in hand, as the international Sales Network Event in Hamburg demonstrated. Around 100 attendees, including sales partners, representatives and consultants from almost 40 countries, presented their successful concepts at the two-day event together with Hydrosol R&D experts. For example, to address the ongoing vegetarian trend in Western Europe, meat and fish product specialists presented all-in compounds for vegetarian and vegan alternatives to ground meat, wieners, bratwurst and Bavarian-style meatloaf.

In the deli foods category, the focus was on new developments in the company’s extensive range of integrated compounds for mayonnaise. Mayonnaise is one of the fastest growing categories in Eastern Europe and Latin America especially. Through close cooperation between Research and Sales, and the use of innovative raw materials, Hydrosol has developed a customer-specific solution for this market that lets mayonnaise producers save money, time and resources.

Hydrosol GmbH & Co. KG

Kurt-Fischer-Straße 55
22926 Ahrensburg / Germany
Telefon: + 49 (0) 41 02 / 202-003
Fax: + 49 (0) 41 02 / 202-030
info@hydrosol.de
www.hydrosol.de

Geschäftssitz Ahrensburg
USt-IdNr.: DE180888726
Amtsgericht Lübeck HRA 2953 AH
Komplementärin:
HYDROSOL Verwaltungsgesellschaft mbH
Amtsgericht Lübeck HRB 3679 AH
Geschäftsführer: Dr. Matthias Moser /
Torsten Wywiol / Volkmar Wywiol

HSH Nordbank AG, Hamburg
BLZ 210 500 00
Konto 737 742 000
BIC: HSHNDE33
IBAN: DE21 2105 0000 0737 7420 00

While trends and customer wishes in different markets vary, sometimes greatly, there are also certain similarities. “Good taste, safe products and good value for money are three central expectations that consumers in all countries share. With our stabilising systems for dairy products, deli foods and meat, sausage and fish products, we help manufacturers meet those expectations, whether in the premium segment or in the development of value-oriented products. In doing so we place great emphasis on full service. This includes the development of customised stabilising systems, joint product development and upscaling in the on-site production process. Hydrosol will also take unconventional routes if the situation requires it.

According to Dr. Moser, this flexibility is another reason for the company’s close customer relationships and international success. “The knowledge and creative potential of our people, together with modern applications research in our well-equipped Technology Centre, are among our key growth drivers. Together with our international network of 16 subsidiaries and numerous qualified foreign representatives, they enable us to meet specific customer needs in the world’s key markets.”

Captions:

Photo: Moser Eisner

Hydrosol CEO Dr. Matthias Moser and researcher Dr. Peter Eisner of the Fraunhofer Institute discuss new opportunities with lupin protein.

Photo: Applications research

Product development up close - Hydrosol applications researchers present new product ideas to Sales Network Event attendees at the company’s own Technology Centre.

About Hydrosol:

Hydrosol GmbH & Co. KG headquartered in Ahrensburg near Hamburg, Germany, is a fast-growing supplier of food stabilisers, with subsidiaries around the world. Its specialists develop and produce tailor-made stabiliser systems for dairy products, ice cream and desserts, delicatessen and ready meals, as well as meat, sausage and fish products. With its international network of 16 subsidiaries and numerous qualified foreign representatives, the company is represented in the world's key markets. As a member of the independent, owner-operated Stern-Wywiol Gruppe with a total of eleven sister companies, Hydrosol can make use of many synergies. The company has access to the knowledge of some 70 R&D specialists and to the extensive applications technology of the Group's large Technology Centre in Ahrensburg. It also benefits from shared production facilities and the Group's own logistics resources, so it can offer customers a high degree of flexibility and innovation capabilities. The Stern-Wywiol Gruppe is one of the world's most successful international suppliers of food & feed ingredients.

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22926 Ahrensburg / Germany
Telefon: + 49 (0) 41 02 / 202-003
Fax: + 49 (0) 41 02 / 202-030
info@hydrosol.de
www.hydrosol.de

For more information:

Anne Bunting
Marketing Hydrosol
Tel.: +49 (0)40 / 284 039-190
E-Mail: abuenting@hydrosol.de

Press contacts:

teamhansen / Manfred Hansen
Mecklenburger Landstr. 28 / D-23570 Lübeck
Tel.: +49 (0)4502 / 78 88 5-21
E-Mail: manfred.hansen@teamhansen.de

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Hydrosol GmbH & Co. KG

Kurt-Fischer-Straße 55
22926 Ahrensburg / Germany
Telefon: + 49 (0) 41 02 / 202-003
Fax: + 49 (0) 41 02 / 202-030
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www.hydrosol.de