



Centre for
Excellence
collaborate / innovate / create

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Muntons' new Centre for Excellence promises a recipe for success

Muntons, the leading supplier of malt and malted ingredients to the food and beverage industries, has officially unveiled a state-of-the-art Centre for Excellence that is set to transform the way it works with customers to develop new products.

Unveiling the £500,000 New Product Development (NPD) facility today, Muntons' Technical Sales Support Manager Jonathan Pritchard said "the Centre for Excellence would herald a new era in co-operation between Muntons and the food and drink manufacturers that use the company's ingredients."

"Through the work we carry out at the Muntons Centre for Excellence our customers can become our partners as we work together to take an idea from the concept stage to the finished product," he said. "The Centre will allow all parties involved in the development process to pool their expertise in one place and significantly speed up the time it takes to get a new product from the drawing board to the market."

Based on the same site as Muntons Manufacturing plant in Stowmarket, UK, the Centre for Excellence is equipped with a range of facilities designed to offer food and beverage companies everything they need to develop new products under one roof, including:

- **Bakery** – where Muntons can work closely with craft and industrial bakers on recipe development and product improvements using malted ingredients.
- **NPD Kitchen** – where production processes can be tested on a lab scale prior to being replicated in a full scale plant trial, improving development flexibility and speeding up the development process
- **Brewery and Winery** – includes a bespoke one hectolitre capacity brewery which is used for ingredient and recipe development, and for test brewing beers, wines, ciders.
- **Sensory Room** – Ten individual sensory booths allow products to be evaluated in conditions designed to remove unwanted influences and distractions.

"The new Muntons Centre for Excellence provides impressive processing facilities to assist our international customer base in developing new products. The centre will also allow us to gain a better understanding of how our malt and malted ingredients can deliver added value to our customers," said Jonathan Pritchard. "The Centre will help us to make better products for our customers – products that taste great, are healthier, are relevant to the market and, ultimately, are more profitable. The facilities provide us with the opportunity to demonstrate new applications and new products/innovations in finished product samples."

ENDS

Editor's notes:

For more information, or to arrange an interview with Jonathan Pritchard, Muntons' Technical Sales Support Manager, please contact Suzanne Howe Communications on 01732 875697.

Company background

Founded 80 years ago, Stowmarket-based Muntons produces a range of malt products and malted ingredients for sale at retail and for use by food and beverage manufacturers. Major users of malted ingredients include: brewers, distillers, bakers and breakfast cereal manufacturers.