



27 November 2009

### **Muntons reveals plans for £500,000 Centre for Excellence**

Muntons, the leading supplier of malt and malted ingredients to the food industry, is to establish a state-of-the-art Centre for Excellence on the site of its headquarters in Stowmarket, UK.

The £500,000 investment, which includes a purpose built facility, will become a focus for innovation and new product development as part of efforts by Muntons to enhance and increase the range of services it offers food manufacturers.

The new Centre for Excellence will house an NPD kitchen, a sensory testing room, a bakery, and a micro-brewery and winery, enabling Muntons and its customers to work more closely together on developing new product concepts and improving existing ones. Due to open in January 2010, the centre will reduce the cost of NPD and cut the time required to bring new and improved products to market.

Jonathan Pritchard, Muntons' Technical Sales Support Manager, said: "The Centre for Excellence will greatly improve our ability to proactively develop new products with our customers and grow our business. With this significant investment, we can further enhance the appeal of our malted ingredients by making them more relevant for our customers. We will be able to produce development samples internally at lab scale, rather than relying on third party or full-scale plant trials, which means we can cut turnaround time of NPD projects significantly. Put simply, our new Centre for Excellence will give us much greater control of the NPD process."

The difficult economic environment did not deter Muntons from building the Centre for Excellence, he added. "This investment will ensure we and our customers are in the best

position to identify the benefits that malted ingredients can bring including colour, texture, flavour and health benefits as well as improve our understanding of the potential applications of these natural ingredients. It is costing a lot of money in times when many other malt producers are primarily thinking about how to cut costs. However we believe this is a long term investment that will allow us to continue to innovate in a progressive way.

“Ultimately, the new Muntons’ Centre for Excellence will give us a much better understanding of how our malt and malted ingredients can deliver added value to our customers to make healthier, better tasting products and products that can improve their profitability.”

Ends



Muntons’ Centre for Excellence

***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 or email [suzanne@suzannehowe.com](mailto:suzanne@suzannehowe.com).

**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.