



Press Release

June 2022



Zeelandia and InnoV join forces with the latest gluten-free solutions.

Zeelandia and Ireland's InnoV have entered into an exclusive collaboration and licensing agreement in the field of gluten-free and other 'Free From' solutions with regard to the sustainability trends in the bakery market.

A joining of forces

This collaboration strengthens the expertise and production of Zeelandia with InnoV's knowledge and technology.

"As an important supplier of ingredients, Zeelandia knows everything there is to know about the production process in bakeries", according to Wim van Drunen (Sales Manager Industry Netherlands) and Rutger van Rooijen (Corporate Director M&A and business development). "Thanks to this collaboration with InnoV, we now also have all knowledge in-house in the field of developments, innovation and new technology with regard to a gluten-free range. InnoV is for us a valuable addition to our knowledge centre: its expertise strengthens that of Zeelandia – and vice versa. We are therefore very happy with this exclusive and far-reaching collaboration."

Focusing on developments worldwide

The gluten-free range is growing steadily in the bakery sector and its quality continues to improve. To meet this demand Zeelandia has been developing innovative products from its Italian location since 2008.

Together with InnoV, Zeelandia is now excellently equipped to respond to these worldwide trends and technological



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developments and is thus making a major step forward in strengthening its position in the gluten-free market internationally.



The gluten-free croissant

An example of this unique collaboration is the development of a gluten-free croissant whose quality is superior to products currently on the market.

This new croissant, together with a gluten-free variant of the typical Spanish Cana, will be demonstrated at the upcoming ['Free From Functional Food Expo' on 7 and 8 June in Barcelona.](#)

Industry leaders

InnoV is continuously looking for trends and challenges, such as a gluten-free or a vegan range, and develops with Zeelandia high-quality recipes that fit within their existing product technology.

"Zeelandia already has so much expertise in-house when it comes to product development for the bakery sector. With InnoV we are bringing in even more expertise that perfectly matches our ambitions to lead the way in the development of food that is good for consumers and good for the world around us.

We do not only do this by selecting ingredients that fit a healthier and tasty diet. We also continuously offer both small and large bakeries inspiration and innovative solutions, including in the field of gluten-free. By combining InnoV's knowledge with ours, we can now serve bakers even better." says Kris Dierckx (Category Manager Bread).



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Koninklijke Zeelandia Groep

Together with our customers we explore the world of bakery. Thinking differently, we find inventive ways to create bakery success. We inspire our customers with ingredients and better ways to bake, manage and sell. Founded in 1900 by the Dutch Doeleman family, Zeelandia has become a global player in the bakery ingredients business. Today, over 3,000 employees worldwide are dedicated to develop products tailored to local tastes and needs in about 100 countries.

Note to editors (not for publication):

for more information see

- ✓ <https://www.zeelandia.com/gluten-free>
- ✓ <https://www.zeelandia.com/news/gluten/zeelandia-and-innov-join-forces-with-the-latest-gluten-free-solutions>
- ✓ <https://www.zeelandia.com/news/gluten/feel-good-with-gluten-free>

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