

PRESS RELEASE

WELDING FOOD: Promoting sustainable food innovations through partnership with REDUCED

Hamburg, August 1, 2024 - WELDING GmbH & Co. KG is pleased to announce a significant strategic partnership with the Danish company REDUCED. This cooperation reinforces our commitment to innovation and sustainability and opens new opportunities for introducing high-quality, natural, and organic products in France and the DACH region.

At WELDING, our goal through the collaboration with REDUCED is to optimize the utilization of by-products from food production and develop the food ingredients of the future. This partnership will help us meet the growing demand for innovative and sustainable upcycling ingredients.

"The cooperation with REDUCED is an important step for us. We are committed to bringing high-quality, tasty, and sustainable certified organic products to market and actively shaping the future of the food industry. We look forward to the synergies and successes that will arise from this collaboration, as well as the positive impact it will have on the organic sector," says Stephan Busche, Head of Applications & Sales / Food Additives at WELDING.

Emil Munck de Voss, co-founder of REDUCED, also emphasizes the significance of this partnership: "Our mission is to use surplus products to develop ingredients that compete with traditional flavor solutions while offering unique flavor profiles and sustainability benefits. Our collaboration with WELDING will enable us to access new markets and further expand our impact on reducing CO2 emissions and promoting sustainability in the food industry."

The official start of the collaboration will be in September 2024, focusing on the distribution of REDUCED's innovative and flavorful upcycling ingredients in France and the DACH region, particularly targeting food manufacturers seeking sustainable solutions.

About the WELDING Group

As a privately-held life sciences service company, the WELDING Group offers a broad and sustainable range of pharmaceutical ingredients, generic medicinal products, raw materials for the food industry, feed additives and active veterinary ingredients. The company has four business units: WELDING Pharma API, WELDING Pharma FDF, WELDING Feed and WELDING Food. The company is also present in France with its subsidiary, WELDING Pharma France in Lyon, and has a representative office in India. The group currently employs around 150 people in total.

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About REDUCED

REDUCED is an innovative food production company based on Copenhagen, Denmark. REDUCED specialises in creating high-quality food products and flavor solutions made from organic side stream produce. Their mission is to reduce surplus food by utilising vegetables, protein, and other nutritional sources left over from the conventional food industry, always with a focus on taste, quality, and sustainability. For more information about REDUCED: www.reduced.dk.

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