

PRESS RELEASE

13th April 2020



Akras Flavours

Fascinating. Taste. Performance.

**An internationally successful producer of flavours and beverage bases in Biedermannsdorf
- the certain extra in food**

AKRAS Flavours is a family-run company from Austria that has been researching, developing and producing flavours and raw materials for food and beverages for more than 80 years. "We want to share our passion for flavours and contribute to giving the world a little more taste," says managing director Martin Krasny. It all began in 1938, when company founder



Anton Krasny specialized in the extraction and distillation of spices and plants for the spirits industry. Today, it is managed by Martin Krasny in the third generation and has become an internationally successful producer of flavors and beverage bases with two production facilities and several subsidiaries and partners, supplying more than 35 countries on 4 continents.

Competence in Flavours

Customers from all over the world, including many leading manufacturers of products and ingredients for the food and beverage market, rely on the comprehensive expertise of AKRAS Flavours. Thanks to innovative concepts for food manufacturers and constant development work, the product range includes a wide variety of beverage bases, flavours for a wide range of applications and food ingredients in the broadest sense. As a leading employer in the region, AKRAS Flavours creates job security for currently more than 130 employees, including 30 international food technologists and chemists involved in the production, development and application of flavours and ingredients, through targeted investments in technology and research. Research, development and production are combined under one roof on the approximately 12,000 m² site. This allows us to respond extremely flexibly to customer requirements - recipes are implemented according to specific ideas in close consultation with the customer, and sample batches of finished foods are produced in a pilot plant. This scale-up process ensures that the customer's desired properties and the right quality can be guaranteed.

PRESS RELEASE

13th April 2020



Certified Product Safety

The quality requirements in the food industry are continuously increasing: high-quality products are taken for granted. In addition, there is the ongoing globalization, which on the one hand enables worldwide distribution, but on the other hand results in new challenges (e.g. food fraud). AKRAS Flavours began to consistently implement a quality management system many decades ago. This high level of quality is documented by continuous certification according to all important quality criteria and environmental standards, including ISO 22000, ISO 14001, IFS Food and FAMI-QS. We also consider special requirements such as organic, halal or kosher certifications. The laboratory for quality engineering includes all common state-of-the-art analyses which are carried out in-house by trained technicians.



A positive outlook for the flavor industry

"In view of the enormous growth forecasts for our world population, the food industry is facing great challenges, which we Austrians can also use as an opportunity," says Dr. Krasny and explains: "We want to use resources sparingly and take on the challenges in cooperation with science. We want to give creative freedom and give customers the confidence to have the right partner at their side".



The AKRAS plant is making great strides in expanding the site and increasing capacity. In 2019, the spray drying capacity was doubled with a new state-of-the-art plant. This makes AKRAS unique in the field of encapsulated flavours and the market leader in Austria. The demand for natural foods is growing rapidly - this can be deduced from the changed social values resulting from climate change and shortage of raw materials. At AKRAS, naturalness is the focus of development. In order to meet the increasing demand for natural flavours or extracts, AKRAS has also commissioned a new extraction and concentration plant for natural flavour extracts in 2019.

PRESS RELEASE

13th April 2020



Sustainable Goal

Sustainability is one of the five pillars of our corporate philosophy. In 2019 AKRAS proves that responsible business is compatible with growth. In order to live up to this motto, the aroma producer has slightly switched from fuel oil to gas as an energy source in 2019 to keep particulate matter and emissions in the environment to a minimum. To this end, a state-of-the-art condensing boiler will be put into operation, which will cover a demand of 5 million kWh of energy output. In order to cover the increasing demand for electricity in IT, the goal for 2020 is to put a photovoltaic system into operation. These investments pave the way and form the basis for next steps. The construction of a new warehouse and production hall with 3,500 m² is planned by the end of 2021.

Many studies have shown that the taste of a foodstuff is one of the most important purchase criteria. Authorized signatory and sales manager Michael Kronsteiner adds: "Despite the skepticism of certain individual consumer groups, flavours in food mean sustainable enjoyment and also safety for the consumer". With the expertise of the present and investments in the future, AKRAS Flavours is a reliable partner for the global food industry.