

Soufflet Malt invests €100 Million in India to build a new AI-driven malthouse for the food and beverage sector

- *New tech-driven malt production facility to create jobs, support local barley farmers and strengthen India's food and beverage supply chain*

Paris, France. February 20, 2026 – Soufflet Malt, the world's leading maltster, today announced plans to construct a state-of-the-art malting facility in South Rajasthan, India, as part of a €100 million (₹1,200 crore) investment to support India's fast-growing food and beverage sector.

Promoting '**malt at every moment of the day**' is core to the company's **MALTiPLY 2030** strategy set to unleash the potential of this versatile, nutritious and sustainable ingredient into the wider food and beverage categories. The new facility will play a key role in strengthening India's local malt supply for leading beer, distilling, food and beverage brands, with customer contracts already secured.

Expansion and employment

The facility will have an initial malt production capacity of **110,000 tonnes per year** with plans for a second phase expansion to increase capacity. The first phase of the malthouse is expected to be completed at the beginning of 2028.

The new malthouse will generate significant employment opportunities, creating 400 direct and indirect jobs, along with 700 positions across the supply chain. The company's robust ecosystem, including logistics providers and warehousing partners, will support additional industries and entrepreneurship in Rajasthan.

Powered by AI

The new malthouse will be driven by **MALTimize**, Soufflet Malt's digitalization platform, to process data insights and analytics, improving malthouse performance. A proven AI-powered recommendation tool enables maltsters to optimise process duration, analyze yield performance, and monitor both energy consumption and energy mix usage, improving quality and yield. Effective implementation of advanced technologies is a key pillar of the company's MALTiPLY 2030 strategy which champions digital innovation and operational excellence.

Farmer-centric model

Since 2016, Soufflet Malt's agronomists have been on the ground to develop exclusive barley varieties. **This long-term preparation has allowed the company to produce the best barley varieties to thrive in the local climate conditions.**

Soufflet Malt also differentiates itself through its long-term partnerships with farmers. The company will work with **50,000+ Indian farmers**, supporting rural growth with skills development and sustainable farming practices. Farmers will also benefit from access to high-yield barley varieties, supported by a network of agronomists, allowing for greater income stability and market access.

Moreover, plans are to **source up to 250,000 tonnes of barley** annually when the malthouse will run at full capacity, following the second phase expansion. Farmers will also have access to a digital platform that provides data and guidance on best farming practices.

SOUFFLET MALT

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Sustainability

The facility will prioritise sustainability **using green energy such as biofuel for heat energy**. A zero liquid discharge system, alongside advanced water management and carbon reduction initiatives, also highlights Soufflet Malt's commitment to environmental stewardship and its global CSR ambitions. Moreover, technologies such as digitalised grain handling and traceability systems will ensure the efficiency and transparency of operations.

Jorge Solis, CEO of Soufflet Malt comments: *"We are proud to partner with the Rajasthan government on this project and value the trust placed in us to deliver a sustainable, innovative malting facility. Our new malthouse reflects one of the pillars of our **MALTiply 2030 strategy, which aims to leverage our deep global capabilities locally**. Together, we are creating jobs, strengthening agriculture and supporting the region's long-term development. Aligned with India's ambition to modernise agriculture and enhance food security, this investment brings our agronomic and industrial expertise together with advanced technologies to deliver a state-of-the-art malthouse and unleash the full potential of malt in India."*

*"Establishment of Soufflet Malt's new facility in Kota will contribute to the region's economic growth" stated **Ms. Shivangi Swarnkar, Managing Director, Rajasthan State Industrial Development & Investment Corporation (RIICO)**.*

Long term commitment to India

Soufflet Malt's existing operations in India include a malt house in Alwar, Rajasthan, with a capacity of 18,000 tonnes, where the company has been collaborating with local growers since 2014 to cultivate premium-quality barley. The barley is grown, malted and sold locally, creating value through the entire supply chain.

In numbers:

Location	South Rajasthan, India
Investment	€100 million (₹1,200 crore)
First phase commissioning	Beginning of 2028
Annual production capacity	Approximately 110,000 tonnes of malt in an initial phase
Farmers supported	50,000+ farmers
Jobs created (approximately)	The new malthouse will generate significant employment opportunities, creating 400 direct and indirect jobs, along with 700 positions across the supply chain.
Technology	AI technology to optimize malthouse production and quality and a digitalized platform to support farmers with data to produce the best yields.
Sustainability stewardship	The facility will leverage green energy such as biofuel for heat energy. A zero liquid discharge system alongside advanced water management and carbon reduction initiatives are key features. Digitalized grain handling and traceability systems will also ensure efficiency and transparency of operations.

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About Soufflet Malt

Soufflet Malt is the world's leading maltster, with 40 malting plants across 20 countries in Europe, Asia, Africa, Australia and America. Employing more than 2,300 employees, Soufflet Malt has a production capacity of 3.7 million tonnes of malt annually to meet the demands of its customers – large, global breweries and artisan craft brewers, distillers and other industrial players – around the world. Building on its local farming roots and global reach, including distribution through Country Malt Group in North America and Cryer Malt in Asia, Soufflet Malt acts as a trusted supplier of quality malt, serving customers through brands such as Canada Malting, Great Western Malting, Durst Malz, Bairds Malt, Castle Malting, Tchecomalt, Barrett Burston. With a commitment to pioneer sustainable malt solutions, Soufflet Malt remains steadily focused on innovation across its entire value chain.

Our vision: **Unleash the Power of Malt.**

For more information: souffletmalt.com

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