Soufflet Malt helps brands unlock new food and beverage innovation with malt at FI Europe

Discover how malt can help brands reformulate naturally, create cleaner-label products, improve performance and accelerate consumer-relevant innovation.

Paris, France, November 16, 2026 – Soufflet Malt, the world's leading maltster, invites visitors to FI Europe, which will take place from November 17 to 19 in Frankfurt, to discover how malt can help food and beverage manufacturers address today's product challenges. From natural reformulation and clean-labels to sustainability, nutrition and product differentiation, Soufflet Malt will demonstrate how malt can unlock new opportunities across a wide range of food and beverage applications.

As consumer expectations continue to evolve, manufacturers are looking for ingredients that are natural, minimally processed, sustainable and versatile. With its unique combination of flavor, nutrition, functionality and natural credentials, malt provides a powerful platform for innovation while helping brands respond to changing market demands.

Why malt Is uniquely positioned to power food and beverage innovation
More than an ingredient supplier, Soufflet Malt partners with customers to help transform ideas into successful products. Combining centuries of malting expertise with application development capabilities, innovation support, global manufacturing capabilities and supply chain, the company helps customers accelerate market readiness.

"Food and beverage manufacturers are under growing pressure to deliver healthier, cleaner-label and more sustainable products while maintaining taste, functionality and consumer appeal," said **Laurent Debande, Chief Innovation and Growth Officer**. "Malt offers a naturally versatile solution to these challenges. At FI Europe, we look forward to demonstrating how it can help customers accelerate innovation, differentiate their products, and bring new ideas to market."

Innovation concepts at FI Europe
Visitors to the Soufflet Malt stand will discover how malt syrup, malt cocoa replacer and malt rootlets help solve key formulation and innovation challenges across beverage, bakery, nutrition and wellness applications.

Beverage innovation with malt syrup
Unlock new beverage possibilities with malt syrup, a versatile ingredient that delivers natural sweetness, distinctive flavor and functional performance. Ideal for both new product development and reformulation, it helps brands create consumer-relevant beverages with clean-label appeal.

Bakery and sweet applications with a malt powder
Discover how our malt-based cocoa replacer can enhance cakes, cookies, muffins and other baked goods with rich flavor, appealing color, improved texture and lasting freshness. This versatile solution helps manufacturers reduce cocoa dependency and cost while maintaining product quality, delivering exceptional performance across bakery and sweet applications.

Nutrition and wellness powered by malt rootlets
Reimagine nutrition and wellness products with malt rootlets, an innovative ingredient that combines sustainability, exceptional nutritional value and clean-label credentials. Rich in protein, dietary fiber and Gaba, malt rootlets support natural reformulation, enhance functionality and help manufacturers meet evolving consumer expectations without compromising taste or texture.

Visit Soufflet Malt at FI Europe
Visit Soufflet Malt at FI Europe and discover how malt can help accelerate innovation, support natural reformulation and create products that meet evolving consumer demands. Meet our experts, explore application concepts and discuss your next innovation challenge.

FI Europe 2026 / Hall 3.0 | Stand M20

Let's shape the future of food and beverage innovation together.

About Soufflet Malt

Soufflet Malt is the world's leading maltster, with 35 malting plants across 20 countries in Europe, Asia, Africa, Australia and America. Employing more than 2,200 employees, Soufflet Malt has a production capacity of 3.6 million tons of malt annually to meet the demands of its customers: large, global breweries and artisan craft brewers, distillers and other food and beverage manufacturers 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 and 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: soufflet malt.com

Press contacts
Soufflet Malt
Brunswick Group | soufflet malt@brunswickgroup.com
Benoit Grange | +33 6 14 45 09 26
Tristan Roquet Montegon | +33 6 37 00 52 57