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## WITWOOD INVESTS £½M INTO CONTINUED EXPANSION IN ASIA

UK-based food coatings specialist Witwood Food Products has announced a £½m capital investment into new production facilities at its South East Asian subsidiary.

The new, purpose-built, 20,000 sq ft manufacturing plant in Pinthong complements Witwood's existing 7,000 sq ft premises in Bangkok and 130,000 sq ft UK production facility - comprising a bakery, blending facility, allergen and crumb plant - located at the firm's headquarters in Banbury.

Housing a manufacturing plant, three blenders and separate allergen plant, the new facility in Asia will be audited to the same quality standards as its UK counterpart, enabling Witwood to deliver innovative, European-quality food coating concepts to manufacturers throughout Asia and the expanding Chinese market.



Established in 2002, Witwood Food Products (Asia) Ltd now employs 30 staff at its headquarters in Bangkok, which incorporates sales, marketing and product development facilities.

The firm supplies a range of added value coatings and ready meal components to processors, manufacturers and agents, working closely with the Witwood development

team in the UK to share knowledge on food and flavour trends, which are incorporated into new and innovative product concepts.

Says Witwood group commercial managing director, Richard Easey: “The new facility will help support a growing global food manufacturing base and provide a platform for significant expansion in international retail and foodservice markets.



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However, our top priority is to ensure that as the business develops in these markets, our intrinsic values of innovation and customer service are upheld.”

Lyndsay Perry, Witwood’s regional director in Asia, adds: “Strengthening the Witwood team here will further enhance our technical and sales capabilities, providing dedicated commercial and NPD teams in the UK and Asia who will work closely with customers throughout the product development process.”

**WITWOOD**  
FOOD PRODUCTS