

Industry Outlook

FOOD INGREDIENTS &
ADDITIVES MANUFACTURERS

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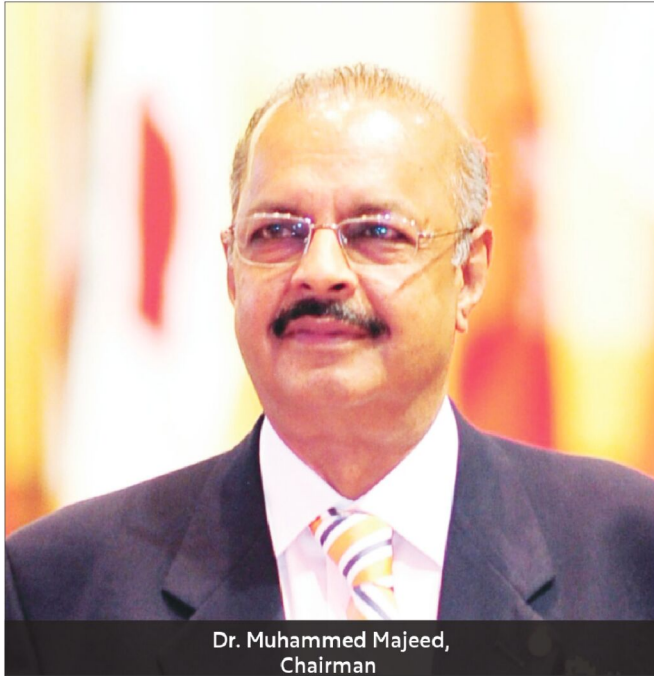
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SAMI-SABINSA GROUP

A PIONEER FIRM MAKING WAVES IN FOOD INGREDIENT INDUSTRY



Dr. Muhammed Majeed,
Chairman

The global market for food ingredients is anticipated to increase at a compound annual growth rate (CAGR) of 6 percent from value of \$37.91 billion in 2022 to \$55.53 billion by 2028. One company playing a significant role in this market is Sami-Sabinsa Group.

A pioneering organization in the field of functional food ingredients, Sami-Sabinsa Group was established by Dr. Muhammed Majeed in 1988. The company has been at the forefront of transforming ayurvedic herbs into alternative and complementary natural ingredients using cutting-edge technology. The Company manufactures nutraceuticals, cosmeceuticals, standardised herbal extracts, fine chemicals, specialty chemicals, probiotics, and enzymes for use in food, nutritional, pharmaceutical, and cosmetic applications. With its presence in 17 countries, including India, the U.S., Europe, Japan, and others, Sami-Sabinsa offers a diverse range of food ingredients promoting overall health, digestive support, immunity, and more.

Their extensive research and clinical studies have resulted in the development of over 120 innovative products. Through their commitment to excellence and global presence, Sami-Sabinsa Group continues to drive the growth of the food ingredient market. Discover more insights from Dr. Muhammed Majeed, Chairman and Founder of Sami-Sabinsa Group, in the below interview snippets.

What drives the growth of the global food ingredient market?

Consumers' growing awareness of food ingredient value, particularly for health applications, has been a major driver. Lifestyle stress, junk food habits, nutrient deficiencies, and easy access to product information lead consumers worldwide to seek functional foods with nutritional benefits. Additionally, innovation in the food sector and urban consumers' interest in healthy and functional foods contribute to market expansion.



Sami-Sabinsa Group places a strong emphasis on quality throughout the entire process chain, starting from sourcing raw materials to manufacturing, storage, & distribution

How does Sami-Sabinsa Group position itself in the market?

Sami-Sabinsa Group distinguishes itself through innovation and quality excellence. Our company specializes in manufacturing active forms of food ingredients derived from Indian medicinal plants, such as Curcuma longa, Piper nigrum, Emblica officinalis, and others, to support healthy living. Our major branded actives in the functional food segment include the Curcumin C3 Complex (for immune support and antioxidant properties), LactoSpore (for gut health), DigeZyme (for Sports nutrition and digestive support), Saberry (for antioxidants, immune support, and healthy blood sugar levels), CurCousin (for metabolic health), Promond (a protein supplement), ForsLean (for weight management and sports nutrition), and others.

Sami-Sabinsa's direct-to-market brand in India, SAMI Direct, offers popular functional food products like LeanGard for weight management and Curcumin C3 Power Liquid for immune support. The company's ingredients are versatile and stable, allowing for use in various formats such as gummies, jellies, soups, candies, protein shakes, energy bars, and more.

What methods do you adopt to produce high-quality products while retaining the nutritional value of food ingredients?

Sami-Sabinsa Group places a strong emphasis on quality throughout the process chain, starting from sourcing raw materials to manufacturing, storage, and distribution. This commitment to quality has allowed Sami-Sabinsa to partner with global food brands and thrive in markets where high health and safety standards are followed, including the U.S., Europe, Japan, and Australia.

The nutritional quality of our ingredients is guaranteed by conducting analytical tests, and the in-house quality control department makes sure that the ingredients pass the tests in accordance with the established standards. Additionally, the ingredients are thoroughly examined for external contaminants, such as pesticides, heavy metals, polyaromatic hydrocarbons, ETO, and other toxins, in accordance with relevant guidelines.

What recognition has Sami-Sabinsa received in the food ingredient space?

Sami-Sabinsa Group has garnered numerous accolades for its groundbreaking work in the industry. Recently, Sabinsa, the marketing arm of Sami-Sabinsa Group, received the esteemed 2023 Technology Innovation Award at the Food Formula Innovation Show in China for its breakthrough product, LactoSpore. We were also honored with the 'Food Ingredient & Health Ingredient' Award for innovative healthy raw material providers at the FI & HI 2021 event in Shanghai. In 2019, We won the 'Best Tasting Beverage' award for Curcumin C3 Power Liquid at Vitafoods Asia in Singapore. Additionally, Sami-Sabinsa Group received the

prestigious 'Thomas Alva Edison Patent' Award three times for its product innovations. The company has also been awarded the 'Export Excellence' Award multiple times by the Federation of Karnataka Chambers of Commerce and Industry (FKCCI), highlighting its export success and global demand. Furthermore, in 2018, I was honored as the 'NutraChampion' at the NutraIngredients Award ceremony



for his contributions to nutrition.

How has the journey of the company been since its inception?

The journey of the Sami-Sabinsa Group began in 1988 when Dr. Muhammed Majeed, originally from Kerala in India, founded Sabinsa Corporation in New Jersey, United States. Initially, the company focused on importing generic drugs. Our approach of experimenting with ayurvedic herbs and transforming them into alternative and complementary natural products while leveraging technology paved the way for the Company's remarkable success. This unique strategy paved the way for the company's remarkable success. In 1991, Sami Labs was established in Bangalore, India, to manufacture standardized extracts and conduct research. Today, as Sami-Sabinsa Group celebrates its 35th Anniversary, its story has evolved through many chapters. The Company is now the largest exporter of natural nutraceutical ingredients in India. With a workforce of more than 1400 people, the company has a footprint in all the major markets. Sami-Sabinsa Group holds a vast intellectual wealth of 427+ US and International granted patents to date, which is a testament to its vision of positively impacting human health through scientific research and innovation. ||

