

FlavourTech® to Showcase 34 Years of Private Label Food Excellence at PLMA Amsterdam 2026

Izmir, Turkey — May 2026 — *FlavourTech®, a global food company specialising in private label and branded shelf-stable food and beverage manufacturing, will present its full product portfolio at PLMA Amsterdam 2026.*

With over **34 years of experience making great-tasting, affordable food products for retailers and distributors across 92 countries**, FlavourTech has built a strong reputation for flavour, quality, and operational reliability. The company offers comprehensive private label solutions for retailers and brand owners seeking a trusted, flexible, and globally compliant manufacturing partner.

Visitors to **Hall 1, Stand 1.L19** will discover a portfolio spanning six core categories across nine proprietary brands:

Solana covers **baking essentials, cake, muffin and cookie mixes, pancake and waffle mixes, custard powder, pudding and pie fillings, flavoured gelatine, and breakfast oats**. **Boni** delivers **instant fried noodles, cup noodles, Korean-style noodles, clear and creamy soup mixes, gravies, stock cubes, tablets, pots and powders**, and a broad range of **culinary sauces and seasoning blends**. **Budget** offers everyday **instant noodles and baking staples** at accessible price points. **Mr Coffee** spans **classic and speciality instant coffees, 2-in-1 and 3-in-1 coffee mixes, non-dairy creamers, and flavoured creamers**. **Mak-C** and **Tri-C** bring a wide range of **fruit-flavoured drink mixes and iced tea**. **Aqualis** covers **functional and electrolyte hydration mixes**. **Kusina** and **Hilal** round out the range with **regional seasoning mixes** spanning Filipino, Middle Eastern, Turkish, and Tex-Mex flavour profiles.

"PLMA Amsterdam is where serious retail partnerships are built, and that is exactly what we are here for," said Said Merhi, CEO of FlavourTech. *"Our commitment to integrity and quality ensures that every product we make reflects the standards our retail partners demand, whether for mainstream, value, or premium positioning."*

To arrange a meeting at the show or request a product catalogue, visit **flavour.tech** or contact the team at **info@flavour.tech**.

About FlavourTech®

Established in 1992, FlavourTech® is a global manufacturer of private label and branded food solutions, serving partners in 92 countries. The company's portfolio includes baking and dessert mixes, Breakfast Staples, Coffee Products, Drink Mixes, Noodles, Soups, stocks, and seasonings.

Integrity is our promise. Trust is our advantage.

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