

Product Quality in the Food & Beverage Sector in Malta

Acknowledgement of Research Support

According to the 2016 Food & Beverage Sector insight by Trade Malta; Product quality ranks highest as critical success factor for expanding internationally. Competitive pricing and innovative products ranked second and third in a list that manufacturers pointed out as key success factors for the Food and Drink Business to thrive internationally.

This need has been observed by Elty Food the past two years as well and is actually the main reason that Elty Food has been founded.

Why is there a need for high quality foods in a competitive priced environment?

Foods and drinks have a very short product life cycle nowadays and that is a trend that has been going on for quite a while. Fifteen years ago a manufacturer could maintain its successful product in the current format for years. In today's market it is almost impossible to maintain a successful product 2 years in a row without re-launching or re-developing. Supermarkets drive the major part of the consumer reach and have the power to force manufacturers to be innovative in response to the market changes and consumer preferences that happen globally.

How can Maltese producers compete?

To be able to combine food product quality, price competitiveness and market responsive innovations, it is of vital importance to have access to professional food technology services. Food Technology is specific technology aimed at the impact on food and drink products throughout the whole supply chain. Raw material sourcing towards correct up-scaling, price efficiency, ingredient knowledge and customer expectation are a few of the factors that influence the complex food supply chain.

Some manufacturers succeed after endless trails and errors, losing precious time. But since time equals money and time to market, they still might end up a step behind the competition that does make use of professional food technology services and training.

How can Elty Food & Technology contribute?

Elty Food is specialised in Food technology and assists food and drink manufacturers and producers of raw food materials with consistent product quality, optimized production processes, ingredient application and fast and experienced recipe development. Elty Food makes use of sector experienced professionals resulting in a cutback of trial and error time and contributes to research by facilitating the right laboratory equipment in combination with academic knowledge. With laboratory services as food analysis for nutritional labelling and pesticide residue level analysis, Elty Food helps the local and international industry to be able to confidently compete and launch its products on the world market.

The Team

Elty Food Ltd. is founded in 2016 by Jeanette Cameron-Traag MSc. who is a Food Technologist graduated from Wageningen University and Research in the Netherlands. She is specialised in food product functionality and has an extensive track record in successful and award winning A-brand food products within Europe. The Elty Food service team consists of sector food specialists and renowned food research laboratories; providing top class food analysis and product knowledge. For more information please visit www.elytfood.com or email at contact@elytfood.com. The Elty Food Laboratory is situated in the Life Sciences Park Malta-San Gwann.

