

# CARRIÈRE GMBH

## Committed To Taste.



### Moritz, tell us a little bit about yourself and your company Carrière GmbH – Committed To Taste.

Carrière was founded in 2000 by Stephan Carrière, my dad who passed away in 2001. After a restructuring process, I became owner of Carrière in 2009. Since then, we have grown in personnel – 10 people – and in turnover. The whole Carrière team is highly motivated and I see good growth potential for the future.

Thanks to the World Juice 2006 Innovation Award, and several workshops and publications on tropical juices, Carrière has indisputably won a reputation as an innovative company.

### Could you please outline the development of the company which has taken place since 2006?

As in 2006, Carrière is still a processed fruit sourcing company, looking for the right quality and variety of products. However, the juice and purée portfolio has become considerably wider (e.g. lemon and lime juice concentrate from Mexico) and on top of that, we have successfully developed our “Thums up®” derivatives department.

Last but not least, we have built up our presence in eastern Europe, Asia and in the Americas. Contrary to saturated markets in western Europe, these regions still have a high potential for growth and innovation.

### You mentioned “Thums Up®”. What does it stand for?



“Thums Up®” is a registered trademark by Carrière GmbH. We sell natural premium aromas under this brand name. These aromas are all 100 % natural, either FTNF (From The Named Fruit) or WONF (With Other Natural Flavour).

Our portfolio includes standard citrus products like Cold Pressed Oil, D’Limonene, Oilphase and Water Phase as well as 150fold water phases from tropicals, berries and pomes. We can source almost every FTNF restoration aroma you might be looking for. Additional to this portfolio, we offer a large variety of FTNF adback aromas. For

many years, we have been working with Florida Worldwide Citrus, a family-run supplier in Florida.

### What can the industry, especially its customers, expect from Carrière in the next five years?

We will certainly continue strengthening our network of suppliers and the customer base. It is our clear aim to expand, particularly into eastern Europe together with our partners Sucorrico (orange), Ticofrut (pineapple) and Florida Worldwide Citrus (derivate products).



Our key fruit – orange, pineapple, tropical (mainly passionfruit and mango) and lemon & lime – will form a solid base for future growth in both juices and derivate products.

Specialties, like the so-called “functional fruit” with bioactive components, tropical and exotic IQFs, fruit powders, etc. will complete our range. Please have a look at our website, [www.carriere.de](http://www.carriere.de), as new products will be displayed regularly.

We will assist our customers in their new product development by sourcing the ingredients and ideally find the “perfect fit”.

### To which organisations does Carrière belong and how important is the membership?

Carrière is a member of SGF (Sure – Global –Fair) and participates in the Voluntary Control System. We encourage our suppliers and customers to become a member in this important industrial association because we are strongly of the opinion that legal and industrial quality and safety standards should be regularly checked by an independent self-monitoring organisation.

We are also a supporting member of the German Fruit Juice Association, VdF. Moreover, given the fact that sustainable trading is an essential part of the company’s philosophy, we are organic (BIO), Fairtrade and SEDEX certified.

### Are you going to participate in Anuga?

Yes, we will be present in Hall 8.1. Aisle E No. 18. This will be our eighth Anuga and I would like to invite all our suppliers, customers, business partners, friends and interested visitors of the fair in Cologne to meet us at our booth. Enjoy a coffee or juice together with potato salad and a delicious German “Würstchen”. ■



From L-R: Marianne Kilgast, Marie Carrière, Björn Jäschke, Catherine Sort, Dorothee Carrière, Bernardino Rodrigues, Patrick Schneider, Kathrin Quandt, Ulrich von der Linden, Moritz Carrière