



Groupe VIVESCIA

Reims (France) et Geelong (Australie)
1st October 2018
Press release

The world's joint-leading malt producer, MALTEUROP, accelerates its conquest of the Asia-Pacific region with the extension of its Australian malting plant.

Inaugurated on 1 October, the extension of Geelong (Melbourne) will strengthen Malteurop's position on the fast-growing markets in Asia-Pacific. This extension will add 120,000 tonnes of additional production capacity to the site's existing 80,000 tonnes, making Geelong one of the biggest malting plants in Australia, and Malteurop's third biggest site.

Malteurop's Managing Director, Olivier Parent, said "with a production capacity of 200,000 tonnes, Geelong is strategically important for Malteurop in the booming Asian malt market. This region, including China, currently represents more than one third of the world's total beer market. This makes Geelong Malteurop's third biggest regional hub after Vitry, in France (245,000 tons), and Great-Falls in North America (220,000 tonnes)."

Trevor Perryman, Managing Director of Malteurop Australia & New Zealand, adds "we are ready to support our brewing customers' growth on emerging markets in South-East Asia! Our location is ideal, both close to malting barley growing regions and the country's largest deep-water dock, Australia's main export port. The aim is to export more to our current markets – Thailand, Vietnam, South Korea, and Cambodia – and go for new markets like Laos and India."

More than an extension, a next-generation new malting plant

With a production capacity of 200,000 tons and the most efficient technology around, Geelong is perfectly placed to meet the expectations of its customers in the Asia-Pacific zone. A horizontal setup with independent units and stainless steel production equipment, Geelong meets the highest quality and food safety standards. To ensure the successful completion of this huge 18-month project, up to 160 people had to overcome various challenges, such as the management of space and the assembly of large-scale equipment in extreme weather conditions.

The figures behind a massive project

- 18 months of works, involving up to 160 people at a time
- 3,800 m³ of concrete, 300 tonnes of steel structures (frame, junction towers, conveyors)
- 66 km of electrical cables and 5 km of ducts and pipes
- 185 containers of production equipment imported from Europe by boat
- 190 service providers involved, 220,000 man-hours' work.

Geelong: an ideal location

Geelong has two crucial advantages that will facilitate its growth on export markets in the Asia-Pacific region: its immediate proximity to the largest malting barley growing regions in Australia to ensure supply; and its location near a port. Malteurop's plant is located in Port Phillip Bay, which is home to Melbourne's deep-water dock, Australia's main export port. Malteurop Australia's new production capacity also means it will use twice as many export containers; 8000 versus 3500 previously. If you include its plants in New Zealand, Malteurop Australia's total production capacity (240,000 tonnes) is close to that of the region's second largest maltster.

A forward-looking company

With a total production capacity of close to 2.2 million tonnes, spread over 27 sites on four continents, Malteurop is accelerating its growth dynamic, driven by the same pioneering spirit since its creation in Champagne-Ardenne in the 1960s, and is always ready to enter new markets. Its "Shaping 2022" plan, launched in 2018, lays out the objectives: its strategic aims - growth, performance and sustainable development - and its ambition to play a key role in the future of the global malt industry.

THE WORLD'S JOINT-LEADING MALT PRODUCER

1,100 employees
on 27 sites
in 14 countries

640 brewing and
distilling customers

2.2 M tonnes of malt
production capacity

1 IN 10 BEERS
WORLDWIDE IS PRODUCED
WITH MALTEUROP MALT



About Malteurop

A company of VIVESCIA Group, Malteurop produces malted ingredients and specialises in the barley-malt-beer chain. With nearly 1,100 employees working on 27 sites in 14 countries, and revenue of €860 million (year ending 30 June 2017), Malteurop is now the world's joint-leading malt producer. www.malteurop.com

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About VIVESCIA Group

VIVESCIA is an international, cooperative farming and food processing group, with 7,500 employees in 24 countries, generating revenue of €3.4 billion. Specialising in producing and adding value to grain through food applications, VIVESCIA is owned by 11,000 farmers from the north-east of France. As the leading French grain cooperative, VIVESCIA is committed to taking care of grain, from field to fork. 1 in 10 croissants in Europe is produced by our Group 1 in 10 beers around the world is produced with our malt. Francine, the leading flour brand on the French market, is an integral part of the cooking experience for millions of French families. Every day around the world, thousands of consumers enjoy delicious sweet and savoury snacks together in our 350 Délifrance restaurants. Over the last 90 years, a Grain Community has emerged, driven by the same entrepreneurial ambition to further their mission: to nourish people. Every day, VIVESCIA's farmers and employees undertake to innovate for more sustainable farming and food. www.vivescia.com

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