

## NovaTaste sets foot into the US market with the acquisition of McClancy Foods & Flavors

**Salzburg / South Carolina, December 10, 2024** – NovaTaste, a global leader in taste innovation, today announces that it has acquired McClancy Foods & Flavors (“McClancy”), a US-based solutions expert in custom dry ingredients for foodservice and industrial customers. By joining forces with McClancy, NovaTaste will enter the rapidly growing US market and increase its exposure to the Quick Service Restaurants foodservice segment (“QSR”). McClancy will continue to operate under the McClancy brand and will offer its US customers the opportunity to partner with them overseas, leveraging NovaTaste's innovation capabilities, international network and infrastructure.

Established more than 75 years ago, McClancy is a savoury solutions expert, co-creating foods and ingredients with its customers in a variety of custom packaging options. The company operates two manufacturing facilities in Fort Mill, South Carolina, with more than 250 employees and serves customers across the US active in foodservice, retail and industry.

Erik Wiberg-Lyng, CEO of NovaTaste, said: “This acquisition marks an exciting milestone for both NovaTaste and McClancy. By combining the talented McClancy team and their exceptional expertise with our global network and infrastructure, we are unlocking new opportunities for growth and innovation. Together, we will strengthen our position as a global leader in taste innovation and set new standards for our industry. I am looking forward to embarking on this exciting journey with the McClancy team.”

Stephen Andresen, CEO of McClancy, added: “Over the past 75 years, McClancy has become a primary player in the dry-blends category, serving some of the biggest companies in the food business. We are excited to have found a partner in NovaTaste that values our work and experience, and we look forward to continuing our growth story together.”

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### **About NovaTaste**

NovaTaste is a global leader in taste innovation, providing a range of value-add savoury ingredients and blends to improve taste and texture, as well as extend the shelf life of food products. It operates a range of brands, including Wiberg and Piasa. The company employs 1,900 employees, who are united by the NovaTaste purpose – to revolutionize the way the world experiences food. NovaTaste serves customers including food manufacturers, butchers and food service players, across Europe, North America and Asia.

### **About McClancy Foods & Flavors**

For over 75 years, McClancy has combined a passion for culinary excellence with a culture of collaboration and integrity. McClancy's capabilities enable them to craft dry rubs and seasonings tailored to a wide range of categories, from classic flavors to emerging trends. What sets them apart is

their 'yes-centric' approach to all that they do. McClancy works closely with its customers, adapting to their needs. McClancy predominantly works with brands, further processors / manufacturers and operators on product matching, formulation optimization, market trends and product innovation.

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