

## **Ambassador Foods takes centre stage at Aunga, Germany**

Today, Ambassador Foods own and supply 40% of the South African nut & fruit business, but this formidable business comes from humble beginnings. Founded in 1989, the first factory was a converted cottage on a macadamia farm on the outskirts of White River, South Africa. The focus was to add value to macadamia products. Soon the products became exclusively available at a South African Retailer and the rest is history as we know it.

Ambassador Foods, based in South Africa and a member of the Libstar Group is on a mission to be the preferred supplier of a variety of edible nuts, dried fruit, seeds and delectable snack products in locally and across Global Markets. Their vision into market trends and consumer driven needs over the past 30 years has ensured company growth and exceptional product innovation. Their dedicated team of experts are always pushing the boundaries of product development, leading the way in making good products great and new products even better.

At the Anuga Trade Show you can look forward to an array of cereals, snack bars, seeds and fruit, spreads, confectioneries and their world-famous low carb and gluten- and oat-free granola, made from seeds and nuts with cocoa nibs and a hint of vanilla.

When asked about what sets Ambassador Foods apart, Michelle Dimaio and Lorraine Kruger instantaneously explained, that their capability and expertise coupled with their passion for innovation and their flexibility to partner with customers is what sets them apart from other suppliers.