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All customers are special - but some are more special than others

"Everybody knows that good planning is important. But honestly, how often do you plan your breakfast 2 years in advance? Well, one of our very special customers do!," according to Sales Coordinator Ann Charlotte Glæsel Bentzon.

2007 is the International Polar Year, and the people from the Danish Polar Centre plan to spend the entire winter 2007-2008 at the remote Zackenberg Research Station in Northeast Greenland. This is not a place where you simply go to the local supermarket when you run out of milk, so everything the polar researchers do - including their breakfast - is meticulously planned in advance. Recently, they contacted Chr. Hansen and asked for advice on yoghurt cultures for small scale production of about 5 litres per day.

"The researchers told us, that they had previously had some success with using a Chr. Hansen product for making 5000 liters of yoghurt - but had found it a little hard to find the correct dosage for a 5 litre production. They wondered, if perhaps we had something else?," Ann Charlotte says.

Greenland – a new market for Chr. Hansen Brazil?

"And of course we did. We quickly agreed that our Bio Rich with probiotic cultures would be just right for them. Rich is yoghurt cultures in small pouches for home production and has for many years been a popular brand in Brazil."

With the help of Sales Manager Ronaldo Magalhaes from Valinhos and Allan Larsen from Customer Service in Avedøre, Ann Charlotte has now delivered the first 10 boxes of Bio Rich and is currently awaiting the customer's feedback.

"I don't think the polar researchers in Greenland will ever be among the biggest customers for Chr. Hansen Brazil, but they will definitely be among the most unusual!", Ann Charlotte says with a big smile.

Chr. Hansen is a global bioscience company that develops natural ingredient solutions for the food, nutritional, pharmaceutical and agricultural industries. The products include cultures, enzymes, probiotics and natural colors, and all solutions are based on strong research and development competencies coupled with significant technology investments. Revenue in the 2013/14 financial year was EUR 756 million. The company holds a leading market position in all its divisions: Cultures & Enzymes, Health & Nutrition and Natural Colors. It has more than 2,500 dedicated employees in over 30 countries and main production facilities in Denmark, France, USA and Germany. Chr. Hansen was founded in 1874 and is listed on NASDAQ OMX Copenhagen.

Contacts



Helle Røxen

Press Contact

Media relations officer

DKHRE@chr-hansen.com

+45 20 74 28 40