



## Welcome to the Havero Hoogwegt 100 years jubilee update #4!

Newsletter #4/4 catches up with the final chapter in Havero Hoogwegt's 100-year company history: 1997 - 2022.

Let's go!



## All Together Now

During the late 1990s Jan-Peter Rotmans realises the importance of industrial quality systems such as the relatively new ISO standard. In 1997, Havero Hoogwegt becomes one of the first companies in the dairy sector to become ISO Certified, leading the way on quality within the Hoogwegt Group.

The recent addition of whey protein concentrates WPC 35/80 and whey permeates to the Havero Hoogwegt product range is fortunate. While these products were initially destined for the animal feed market, they soon become key ingredients as milk powder alternative and in the trendy and growing sports nutrition market. These new products also expand the company's market reach.

Meanwhile, there is a clear wish to diversify at the production location in Dongen. In 2005, Havero Hoogwegt builds a new applications laboratory. This allows the company to do what it does well: develop and produce a variety of new food applications, specifically targeted at the European Union marketplace.



Did you know?

**SBV Vitesse Arnhem, the city's football club widely known simply as Vitesse, is one of the Netherlands' oldest clubs? Vitesse is exactly 30 years older than Havero Hoogwegt, and celebrates its 130th birthday this year, having been founded in 1892.**

In 2012, all Hoogwegt Group companies based in the Netherlands move to a central location: the Groningersingel, opposite the Vitesse soccer club stadium, in Arnhem. After the relocation, Freek-Jan van der Puijl takes over the lead at Havero Hoogwegt from Jan-Peter Rotmans. Van der Puijl expands the company and volumes grow. Nowadays Havero Hoogwegt supplies 63 countries worldwide. Up until this time the split between EU sales and the rest of the world were around 50-50. But gradually sales outside Europe are growing, especially in Asia. In 2018, a dedicated salesperson is stationed in Singapore to actively serve the increasingly important Asian market. Also, thanks to Hoogwegt's recent organisational change, the key US market starts to play a growing strategic role.



Did you know?

**The company headquarters at Amsterdamseweg 60 in Arnhem was especially designed and purpose-built for Hoogwegt. The spacious and light 8,000 m<sup>2</sup> building is in the heart of Arnhem and overlooks the city's central railway station, making it super-easy to access by train. It also has 120 solar panels on the roof, and other measures to minimise energy use and carbon footprint.**

While Havero Hoogwegt certainly has competitors, it is particularly unique thanks to its wide product range of both caseins and caseinates, whey proteins and specially developed and produced protein products. This means the company's products can be found in an extremely wide range of end-products such as sport nutrition (whey protein concentrates), the paper and leather industries (industrial casein), the melting cheese industry (caseins) and coffee creamer industry (caseinate). Not only that, but many of Havero Hoogwegt's products are developed in its own laboratories and are supplied to the ice-cream, yoghurt, and chocolate industry (functional Hapro proteins).

In 2020, all Dutch-based Hoogwegt Group companies (including Havero Hoogwegt) move location to a new, especially built company headquarters on the Amsterdamseweg in Arnhem. This includes a brand-new and expanded Food Excellence Center — which develops new products together with customers: this is an especially unique facility in our industry. Havero Hoogwegt has grown from a very traditional trading company in Rotterdam, into a dynamic and modern supplier to today's food industry.

## “ Partner snapshot



**“Choosing the right suppliers can truly help a business attain its goals. Magnolia recognizes not only the quality ingredients and technical assistance that Havero has provided for us, but also the professional relationships cultivated among our teams. We value Havero's support as we continue to grow, introduce new products, and reach more and more Filipinos.”**

*Baby Aysa Alisa H. Aya, Category Lead at Magnolia, part of San Miguel Food and Beverage*



**We hope you have enjoyed this mini-series of newsletters covering the 100 years of Havero Hoogwegt history!**



**We add vision & value.**

