

## Soufflet Malt accelerates industrial transformation to reinforce global leadership

**Paris, France, 9 December 2025** – Soufflet Malt, the world's leading maltster, is actively transforming its industrial footprint to unlock global production capabilities and accelerate growth. This transformation involves scaling outputs at selected malthouses and reallocating volumes to more advanced facilities equipped with state-of-the-art technology, including artificial intelligence (AI). Through these innovations, Soufflet Malt is improving quality, boosting productivity, and enhancing sustainability.

### MALTiply 2030 Strategy

One of the four pillars of the MALTiply 2030 strategy is to **outperform through digital and operational excellence**. With a strong industrial presence in twenty countries, Soufflet Malt continually assesses its production sites to ensure they meet high standards of operational excellence and the evolving needs of its customers.

Over the past twelve months, thanks to targeted investments and AI tools, Soufflet Malt **increased overall volume capacity by 5%\*** in the Europe, Middle East, and Africa (EMEA) region. Notably, France, the Czech Republic, Romania, and Ethiopia have boosted sales and production capacity during this period.

By utilising machine learning models, Soufflet Malt can now refine production parameters in real-time to achieve superior quality and optimal output. The company leverages this strategic advantage to better serve its customers.

At the same time, by strategically reallocating capacity to higher performing malthouses and establishing new facilities in emerging geographies, the company is well-equipped to serve its expanding global customer base while improving financial performance.

In November 2025, Soufflet Malt announced the decommissioning of its Pencaitland UK malthouse, transferring volumes to more efficient malthouses within the country. The company plans continued investment in its state-of-the-art Inverness plant to increase volume capacity in the future.

Today, Soufflet Malt announced it will continue commercial activities in Germany with a dedicated sales team to meet the needs of its industrial and craft customers while ceasing production at its Heideisheim and Gernsheim malthouses. This new strategy aims to support customers through its high-performing malthouse network across Europe while remaining committed to offering German-origin malt.

**The MALTiply 2030 strategy also unveiled plans to invest €350 million in new malthouses over the coming years**, with first projects in South Africa and Central Europe. The company is also exploring greenfield opportunities in Asia and South America where demand for malt is significantly increasing.

*"Our global footprint allows us to respond swiftly to market dynamics in both mature and emerging markets," said CEO Jorge Solis. "We will continue adjusting our presence in certain countries while applying advanced technologies like AI. We are steadily increasing capacity at our best-in-class sites while opening new ones to reinforce our position as the world's number one maltster and capture the growth in dynamic regions. As we position Soufflet Malt for the next era of growth, we remain focused on delivering quality, innovation, efficiency, and sustainability as key differentiators."*

#### SOUFFLET MALT

S.A.S. à Conseil de Surveillance au capital de 14.583.834,25 € - SIRET 562 880 195 00028 RCS TROYES – TVA FR 92 562 880 195  
Siège social : Quai Sarraill – 10400 Nogent-sur-Seine – France – T +33 (0)3 25 39 41 11  
[www.souffletmalt.com](http://www.souffletmalt.com)

**\*2024 baseline**

### **About Soufflet Malt**

Soufflet Malt is the world's leading maltster, with 40 malting plants across 20 countries in Europe, Asia, Africa, Australia and America. Employing more than 2,300 employees, Soufflet Malt has a production capacity of 3.7 million tonnes of malt annually to meet the demands of its customers – large, global breweries and artisan craft brewers, distillers and other industrial players – around the world. Building on its local farming roots and global reach, including distribution through Country Malt Group in North America and Cryer Malt in Asia, Soufflet Malt acts as a trusted supplier of quality malt, serving customers through brands such as Canada Malting Co. Ltd, Great Western Malting, Durst Malt, Bairds Malt, Castle Malting, Tchecomalt, Barrett Burston. With a commitment to pioneer sustainable malt solutions, Soufflet Malt remains steadily focused on innovation across its entire value chain.

Our vision: **Unleash the Power of Malt.**

For more information: [souffletmalt.com](https://souffletmalt.com)

### **Press Relations**

Soufflet Malt: Brunswick Group

Benoit Grange - +33 6 14 45 09 26

Tristan Roquet Montegon - +33 6 37 00 52 57

[souffletmalt@brunswickgroup.com](mailto:souffletmalt@brunswickgroup.com)