

Soufflet Malt launches MALTimize to unleash the full power of data and AI

Paris, France, 9 June 2026 – Soufflet Malt, the world's number one maltster, is rolling out **MALTimize**, an innovative data platform solution to accelerate AI-driven transformation across its production and business operations.

MALTimize is designed to provide teams with a single source of truth for all data on one platform, enabling faster, more accurate decision-making. Building on this data platform, AI will unlock new capabilities for the company. From predicting outcomes to optimising decisions and integrating intelligence across operations and business functions, **MALTimize** will deliver real, scalable impact. Developed by Soufflet Malt's IT team and InVivo Group's IT and Digital Factory, **MALTimize** is a key pillar of the company's **MALTIply 2030** strategy, which aims to outperform through digital and operational excellence.

MALTimize in malt production

MALTimize ensures product quality and optimises yield by transforming production inputs into precise and actionable recommendations, enabling maltsters to define and apply optimal production parameters with confidence. The platform is built on a shared global data ecosystem that promotes the exchange of best practices across malthouses. Looking ahead, an AI-powered chatbot planned for the second half of 2026 will further enhance usability, allowing maltsters to ask questions and instantly access tailored reports and data charts.

MALTimize for business functions

Soufflet Malt is integrating **MALTimize** into all business functions. For example, **MALTimize** will empower supply chain and sales leaders with advanced business intelligence and analytics that turn data into action. By consolidating information from multiple sources and regions into a single global view, **MALTimize** strengthens critical processes including sales forecasting, inventory management and operations planning to support financial objectives.

*"With **MALTimize**, Soufflet Malt is transforming how we will run our business", said **Jorge Solis, CEO**. "We can now empower our teams with clean, real-time data to boost efficiencies across the organisation which reinforces Soufflet Malt's position at the forefront of digital innovation. As deployment expands across all operations and functions, **MALTimize** marks a major leap forward in becoming a data-driven and digitally enabled company. It is a key part of our **MALTIply 2030** strategy to leverage digital technologies for enhanced performance, and we see strong potential in what AI can deliver for our business."*

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 Malz, 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. Soufflet Malt is part of the InVivo Group.

Our vision: **Unleash the Power of Malt**. For more information: souffletmalt.com

About InVivo Digital Factory

InVivo Digital Factory is the digital hub of the InVivo Group, dedicated to the design and development of innovative digital products and solutions. Its mission is to accelerate and lead the digital transformation of the group and its agricultural and agro-industrial activities. Bringing together experts in technology, data, generative AI, cybersecurity and product management, InVivo Digital Factory has been leading structuring digital projects across the InVivo Group since 2018. Operating as a software factory, the B2B and B2C digital platforms and AI solutions it has been designing and developing cover a wide range of use cases: e-procurement for the agricultural sector (aladin.farm, farmi.com, episens.fr, countrymalt.com), e-commerce for retail (jardiland.com, gammvert.fr), mobile applications for agriculture, and AI solutions for the agri-industry.

SOUFFLET MALT

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