



Keith Harris has had a make-over. This icon brand, integrated into the B&J stable in 2006, has had a facelift that includes a dedicated division within B&J, specifically covering Flavours, Colours and new addition, Fragrances.

“We were aware how strong brand loyalty was in the market,” says recently appointed Market Manager, George Aramayo, ex Nestle/FIS, “the Keith Harris and the Gold Badge brand is synonymous with quality and loyalty, but it was in need of some more targeted resources”. The relaunch includes a dedicated sales and product development team. They will utilize the new flavour and food applications laboratory at B&J's head office. Alongside customer development work, the labs will also be the home to in-house innovations that will be shared with customers; “even though day to day supply management is run through distributors, it is critical that we are communicating with our customers and being pro-active with our own in-house R&D”.

Established in 1931, Keith Harris was one of the pioneering flavour houses in the Australian food industry, long before international flavour houses were established

here. Keith Harris had significant involvement with the early development of the food and beverage industries. Today the business is focused primarily on the Beverage, Dairy, Meal Solutions, Bakery and Confectionery industries.

Coupled with B&J's expansive market knowledge and broad product offering, the new Keith Harris business will be making the most of its parent company's resources. Being a division of B&J gives the Keith Harris brand an extra boost, says George,

“It allows us to continue to be highly responsive, flexible and price competitive.”

B&J's applications expertise will help Keith Harris customers with their overall formulations utilizing a range of ingredients. The new business is keen to showcase complementary ingredients such as tea extracts, cocoa products and sweeteners.

Keith Harris produce locally minimizing overheads incurred by international flavour houses and reducing leadtimes to customers.



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