

Interview



Matthieu Kohlmeyer
CEO of the Group and founder
of the U.S. subsidiary

"La Tourangelle is honing its industrial know-how and strengthening its competitive edge"



What are your recent developments?

La Tourangelle is pursuing its growth, driven by the changes occurring on the oil market: consumers are reducing their consumption, opting instead for quality products with flavour and clear health benefits. Uses are also changing with premium oils serving as an ingredient in beauty products. The La Tourangelle brand is developing fast in many markets in Europe, Asia and North America. It is also expanding into new categories (sauces, flours, cooking sprays, vinegars, etc.). La Tourangelle is a premium brand, founded on strong values of quality, naturalness and refinement. La Tourangelle is also honing its industrial know-how and strengthening its competitive edge by moving into new sectors and sharpening its processing expertise.

What made you choose Unigrains as a strategic and financial partner?

Unigrains' expertise is unique in the agri-food sector. Its teams are highly driven and it is very open to international development, so it is a high-quality partner. As a family business, our project and our vision look to the long term. By opting for a strong group that invests from its own equity capital, we share a certain concept of performance.

How do you think the market will change in the years to come? What challenges will arise?

The retail business is undergoing massive changes with the very rapid growth of online sales. The notions of catchment area and captive customer are being replaced and instead, we have a situation where consumers can simply click online, anytime anywhere, to pit retailers against one another. These changes are a fabulous opportunity but also an incredible challenge for the sector. What is more, the role played by social media is accelerating the change in eating habits. Much like the concept of fast-retailing in the fashion business, consumers now discover new ingredients from new sources every day, and these trends have a huge influence on our product development.

What does 'international' mean for La Tourangelle?

La Tourangelle is distributed on all continents. The international aspect is a core component of our culture and a great catalyst for development.

