

Meet Erik Engbersen

Creating Value Through Flavour: Inside Snick EuroIngredients

As a leading European food solutions specialist, Snick EuroIngredients plays a vital role behind the scenes of the food industry, helping manufacturers create products with authentic taste, clean-label ingredients, and added value.

In this interview, Managing Director, Erik Engbersen shares the story behind Snick's growth, the food trends shaping its innovation agenda, and how a strong focus on partnership, and healthier food concepts continues to drive the company forward.

For those who are not yet familiar with Snick EuroIngredients: how would you describe the company and its role within the food industry?

Snick EuroIngredients is a Belgian B2B company and is, playing a crucial role behind the scenes of the food industry. As a consumer, you rarely see our name on supermarket packaging, but there is a high probability that you have already eaten our products. In short: We are a food solutions company. We develop and supply

taste blends that food manufacturers use to make their meals even more delicious.

What originally attracted you to the food industry, and what keeps that passion alive today?

During my food technology studies at Wageningen University, field trips brought me into contact with the sector. Food processing involves many technological facets: physical, microbiological, chemical, fermentative, and process engineering.



Working with natural ingredients that have variable qualities and converting them into delicious, high-quality food products remains an ongoing passion. There is a reason I have been in this industry for nearly 40 years, and I consider Snick the ‘dessert’ of my professional career.

Snick EuroIngredients has grown into a leading supplier and producer of food solutions in Europe. What do you believe has been the key to that success?

As a company, you have to make choices. Identify where you differentiate yourself and then focus on the customers where you can showcase that differentiation. For us that shines through in the added value that we deliver. We specialize in developing and manufacturing clean-label wet blends and high-quality dry blends, which includes bouillons and vegetarian products. Where competitors often master only one pillar, we master the full spectrum: trade, dry blends, and wet blends. That flexibility and added value is something pure trading houses simply cannot match.

Innovation is clearly part of Snick’s DNA. Which trends are you currently focusing on, and how does your team stay ahead of them?

Two product ranges define our direction right now. QuLinostock brings authentic, homemade kitchen taste

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to industrial scale; no artificial enhancers, just real flavour.

QuLinofresh is about freshness and texture: ready-to-use flavorings based on fresh herbs, vegetables, and aromatic ingredients. Both are driven by global food trends, keeping our R&D ahead of movements like clean label, umami, and Asian flavour profiles.

You recently expanded your wet blends capacity in Ostend, Belgium. What makes this expansion so exciting for you, and what new possibilities does it create for customers?

In recent years, we have completely outgrown our facilities and could not keep up with demand. The new location was ready just in time to serve customers without delays. The new equipment also enables us to manufacture new, clean-label products. And from a food safety perspective, separating dry and wet production across different locations has become an absolute must.

For me personally, this expansion was the fulfilment of a dream. And it opens the door to further growth in food solutions, both within Snick and across the Acom group.

Acom’s mission is: ‘Building routes to healthier foods.’ How does that connect to what Snick stands for?

At Snick, our mission is to create innovative healthy food concepts with added value for our customers in the food industry. Our vision is to be the best and most progressive partner, producer and supplier of food solution components and compositions in Europe.

Food trends like clean label, natural ingredients, reducing artificial enhancers are not new for us, they are built into our DNA.

This aligns seamlessly with Acom’s mission of building routes to healthier foods.



Snick works with major industrial food producers across Europe. How does your R&D capability translate into long-term partnerships?

The customer is at the heart of everything we do and those are not just empty words. A wonderful example is a bakery client who approached us to support his growth plan. The recipe he had perfected in his small bakery suddenly stopped working in his new, large-scale industrial facility. Together with our R&D team, we guided the entire scale-up and optimized his recipe until a top-tier product rolled off the line. But that was only the beginning.

Growth also requires a broader product range. Diverse requests came in from global retail, and we made sure our customer could answer everyone. Together, we developed variations for kosher, halal, a Nutri-Score A, and a budget line. In just two years, we went from scale-up challenges to launching an extra production line. That is what our R&D expertise and true partnership mean to us.

What is your leadership philosophy? How do you build a culture where people can grow and innovation can thrive?

I have been fortunate to have had great mentors throughout my career. People who shaped how I think about R&D, commerce, and operations. Over the years I have learned what I am good at, like implementing strategy and building structure. But equally what I am not. That self-awareness makes you a better leader.

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I believe every employee must be able to explain the company vision in their own words and understand how they contribute to it daily. And I consciously surround myself with young talent. Their energy and fresh thinking inspire me every single day.

Finally: what is your favorite combination of flavours or dishes that never disappoints?

A dish that features our wild game stock. A true flavour explosion and the perfect tribute to autumn. The season of deep, rich flavours. Food has always been more than a profession for me.

For over 22 years I have been part of a cooking club, sharing recipes, techniques, travelling to restaurants across the globe but above all sharing great meals with friends. That passion for taste is what drives me, both in the kitchen and at Snick.

