

# From field to formula: Mak Food Company and the power behind private label innovation

Mak Food Company founders Arturo Cantero and Miguel Ángel Cantero discuss innovation, sourcing and how their company guarantees year-round supply for food manufacturers worldwide.

**P**ivate label has become one of the most dynamic forces in today's food and beverage industry. As retailers continue to strengthen their own brands, the need for reliable ingredient partners capable of delivering innovation, quality and supply stability has never been greater.



Spanish company Mak Food Company has built its reputation around precisely these pillars. Specializing in fruit and vegetable-based ingredients, concentrates and customized solutions for the food industry, the company works closely with agricultural producers and manufacturers to develop ingredients that support both branded and private label products.

For founders Arturo Cantero and Miguel Ángel Cantero, success in the private label market begins long before a product reaches the supermarket shelf. It starts at the source.

**Private label is growing rapidly worldwide. What changes are you seeing in the market?**

**Arturo Cantero:** "Private label has changed enormously over the past decade. Today it is no longer perceived as a second option. In many markets it represents innovation, quality and strong value for consumers."

Retailers are investing heavily in developing their own brands and they want to offer products that can compete directly with traditional brands. To do that, they need partners capable of delivering high-quality ingredients and supporting product development."

**Miguel Ángel Cantero:** "Exactly. Private label is becoming increasingly sophisticated. Retailers want differentiated products, new flavours, clean labels and reliable supply chains. Ingredient suppliers therefore play a much more strategic role than before."

Our job is to help manufacturers and retailers create products that meet those expectations."

**Mak Food Company places strong emphasis on sourcing and agricultural partnerships. Why is control at origin so important?**

**Miguel Ángel Cantero:** "Because quality begins at the origin. By working closely with growers and producers we can guarantee the quality and traceability of our raw materials."

This also allows us to maintain consistency in our ingredients, which is extremely important for food manufacturers. They need products that behave the same way in production every time."

**Arturo Cantero:** "Another key reason is supply security. In today's market, stability is essential. Manufacturers cannot afford disruptions in their ingredient supply."

Through strong relationships with our agricultural partners we are able to secure raw materials and maintain a stable supply chain."

**Supply reliability has become a critical issue in the food industry. How do you ensure availability throughout the year?**

**Arturo Cantero:** "Ensuring continuous supply is one of our main priorities. We have built a sourcing strategy that combines long-term relationships with producers, diversified supply networks and careful planning."

This allows us to guarantee availability of our ingredients throughout the year."

**Miguel Ángel Cantero:** "For many of our clients, supply stability is as important as product innovation. They operate large production lines and need complete confidence that their ingredient partner will deliver."

Thanks to our sourcing model and production planning, we are able to guarantee stock availability year-round, which provides stability for our customers and their manufacturing processes."

**Fruit and plant-based ingredients are gaining attention across many food categories. What role do they play in product innovation?**

**Miguel Ángel Cantero:** "Fruit ingredients are extremely versatile and allow manufacturers to create products that are both natural and appealing to consumers."

They help deliver flavour, colour and nutritional value while supporting clean label formulations. This makes them very attractive for categories such as beverages, dairy alternatives, desserts and functional foods."

**Arturo Cantero:** "Consumers today are looking for more natural products, and plant-based ingredients respond perfectly to that demand. They allow manufacturers to innovate while maintaining authenticity and quality."

**Customisation seems increasingly important for manufacturers and retailers. How does Mak Food Company approach this?**

**Arturo Cantero:** "Every client is different. Retailers and



manufacturers operate in different markets, with different consumer preferences and product concepts."

That is why we focus on developing tailor-made ingredient solutions. We work closely with our partners to adapt formulations and functional properties according to their needs."

**Miguel Ángel Cantero:** "This flexibility is particularly valuable for private label programmes, where differentiation is essential. Retailers want products that stand out on the shelf, and customised ingredients can help achieve that."

**PLMA Amsterdam is approaching. What does this event represent for your company?**

**Miguel Ángel Cantero:** "PLMA is one of the most important international events for the private label industry. It brings together retailers, manufacturers and suppliers from all over the world."

For us it is an opportunity to connect with partners, exchange ideas and explore new collaborations."

**Arturo Cantero:** "It is also a great platform to show health, necessities and ingredients innovations, and how this can support the next generation of private label products. We believe strong collaboration across the supply chain will be essential for the future of the industry." ■

## Mak Food Company at a glance

- Specialist in fruit and vegetable-based ingredients
  - Partner for food and beverage manufacturers worldwide
  - Expertise in concentrates, purées and plant-based solutions
  - Strong sourcing strategy with agricultural partnerships
  - Tailor-made ingredient development for manufacturers
  - Guaranteed stock availability throughout the year
- As private label continues to evolve, ingredient suppliers capable of combining innovation, sourcing expertise and supply reliability will become increasingly valuable partners for manufacturers and retailers.

For Mak Food Company, the goal remains clear: to connect **agricultural origin with food innovation**, delivering high-quality ingredients that support the future of private label products around the world.