

Spread the joy of 'Wonder'

Kurian Jose, Chief Executive Officer, Marine Hydrocolloids, talks about the company's extensive portfolio that caters to the varied needs of the hospitality and restaurant industries.



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Please tell us about the complete portfolio of Marine Hydrocolloids.

We are the leading manufacturers of various hydrocolloids that have an application in confectionery, bakery products, dairy products, pharmaceuticals, microbiology, biotechnology, cosmetics, dentistry, air freshener gels, bio fertilizers, etc. We have three main categories of products made from seaweed – Agar Agar, Spreadable Agar Agar type Wondergel, and Carrageenan. The main difference between these products is the source of the seaweed.

Agar Agar has been used for many centuries as a high-performance gelling agent. Its ability to produce a clear, colourless, odourless, and natural gel without the support of other colloids has long aided the food industry as a stabilising and gelling agent.

Agar Agar is a 100 per cent natural product processed from seaweed. It has zero calories and a high fibre content.

What makes your products suitable for the hospitality industry?

Agar Agar, Spreadable Agar Agar type Wondergel, and Carrageenan are used widely in the food industry. They are essentially vegetarian gelling and binding agents that provide creaminess. They also help better the taste of various desserts, soups, sauces and jams, while also being used for cold glaze application.

Who are your clients in the industry?

We supply Agar Agar and Spreadable Agar Agar type Wondergel to leading five-star

hotels and bakeries across India. They are mainly used as a vegetarian substitute for gelatin, in various desserts, puddings, soups, sauces, and bakery products. We also supply Agar Agar, Spreadable Agar Agar type Wondergel, and Carrageenan to confectionery manufacturers in India for making cold glaze and various spreadable products like jams, marmalades, and yogurts.

According to you, how has the hospitality industry evolved in the last few years?

The demand for an organic gelatin substitute by vegan and vegetarian communities has increased the demand for our products.

Agar Agar is derived from seaweed and this awareness has been a strong demand driver. With growth in awareness among people about eco-friendliness and its impact on the environment, this demand is going to be even stronger in the coming years.

How do you market your products?

We have a niche customer base and contact them directly with our product offerings. We have developed a customer relationship programme with a focus on B2B marketing. We also sell our products through supermarkets, online stores, and our website.

What kind of challenges do you face?

Sourcing of raw materials has been a huge challenge. Since a major chunk of our business involves exports, we have to maintain a high standard of quality. That said, we have been developing new products as per changing market requirements. It is a very dynamic market and the possibilities are very exciting.

