

CBD to become industry staple? Batory Foods partners with KND Labs in distribution deal


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09 Sep 2022 --- US-based food and ingredients distributor Batory Foods has partnered with cannabidiol (CBD) producer KND Labs to provide “safe, consistent, and compliant CBD products” to the F&B industry. According to Batory, the deal is set to bring CBD-infused beverages, snacks, bakery items, and pet treats.

“As one of the fastest growing functional ingredients in F&B, CBD is the perfect fit for the future of the industry and consumers alike,” Nicole Zangara, technical business development manager at Batory Foods, tells **NutritionInsight**.

“It brings confidence and consistency to the F&B market. KND’s ability to meet the highest expectations and industry standards from a regulatory standpoint allows them to be top of mind. At the same time, Batory’s vast customer relationships in F&B will help foster and develop CBD growth as the landscape continues to evolve,” Zangara underscores.



Batory Foods explains that CBD is one of the fastest growing ingredients in F&B.

Products of interest

The market of CBD products is expected to grow at a compound annual growth rate of 25% through 2026, the company notes while highlighting the opportune time for the partnership.

“KND Labs has many options to fit a customer’s application needs, including isolates, distillates, and water-soluble. Batory has customers in a wide variety of F&B segments such as confectionery, bakery, nutraceuticals, and beverage,” Zangara adds.

[Previously reported](#) is the need for regulation on CBD products, as an investigation in the UK found the majority of CBD products to contain illegal substances and to be inaccurate or mislabeled.

Daily consumption of CBD products was deemed safe in a company-backed study, emphasizing the need to [stop seeing CBD as a fad](#) and recognize it as a product to stay.

Trending formats

CBD products have received much attention due to its benefits on [brain health](#), such as mood and sleep.

“At Batory Foods, we are continuously looking to identify strategic partners to expand further and diversify our ingredients portfolio, ensuring alignment with the growing segments of on-trend functional ingredients throughout the industry,” said Vince Pinneri, president at Batory Foods.

“Brands make significant investments in their products and reputation, and it is, therefore, vital to have a supply chain partner that adequately meets those demands,” said Nich Wilson, president of KND Labs.

Zangara adds that Batory Foods is “not only just a distributor but also an innovator. The company is proud to bring our customers these innovative ingredients centered around health and wellness.”

By Beatrice Wihlander