

MAMA GOLD: Crown Flour Mill's Journey to Becoming a Powerhouse in Nigeria's Flour and Pasta Industry

Surulere, Lagos Aug 4, 2025 ([IssueWire.com](https://www.issuewire.com)) - MAMA GOLD, one of Nigeria's most trusted household food brands, stands as a proud emblem of Crown Flour Mill's remarkable growth journey. From a modest operation with two products—flour and semolina—in 2010, Crown Flour Mill, under the leadership of Olam Agri, has transformed into a dominant force in the Nigerian food and agri-processing landscape.

The turning point came in 2010 when **Olam Agri**, a global agri-business headquartered in Singapore, acquired **Crown Flour Mill**. At the time, Crown operated just two factories in Lagos and Warri. With Olam Agri's deep-rooted expertise in agro-technology and supply chain optimization, the business was restructured for growth, setting the foundation for a decade of strategic expansion.

In **2016**, Crown Flour Mill entered the **pasta market** through the acquisition of the **BUA pasta and flour milling units**. Leveraging Olam Agri's technological edge and market intelligence, the company rapidly became a major player in the pasta category, offering consumers high-quality and affordable pasta products under trusted brands like **MAMA GOLD**.

The company's growth trajectory accelerated further in **2019** with the acquisition of **Dangote Flour Mill**, one of the largest players in Nigeria's flour milling sector. This strategic move significantly expanded Crown Flour Mill's production footprint and national distribution network, enabling it to reach more Nigerian homes and businesses than ever before.

Today, **Crown Flour Mill boasts one of the most diversified and robust portfolios in the wheat milling industry**, ranging from **consumer-facing products** like pasta and semolina to **business-to-business (B2B) offerings** including specialty flours for bread, noodles, and confectionery.

With state-of-the-art milling facilities in **Apapa, Tincan Island, Beachland, Ikorodu, Ilorin, Warri, Calabar, Port Harcourt, and Kano**, Crown Flour Mill operates with cutting-edge agro-technology and adheres to the highest global standards, including **FSSC 22000 (Food Safety System Certification)** and **ISO 9001:2015** certifications.

"MAMA GOLD is more than just a brand. It represents our commitment to delivering nutritious, affordable, and high-quality food products to every Nigerian household," said Damilola Adeniyi, **Crown Flour Mill's Journey to Becoming a Powerhouse in Nigeria's Flour and Pasta Industry** at Crown Flour Mill. ***"Through continuous investment in technology, people, and partnerships, we are helping to shape the future of food in Nigeria."***

As Nigeria's food industry continues to evolve, MAMA GOLD and Crown Flour Mill remain at the forefront—delivering trusted nourishment to millions while driving innovation across the agri-food value chain.

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