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PRESS RELEASE

Arla Foods Ingredients launches its first organic ingredient

Arla Foods Ingredients has launched the first ever organic micellar casein isolate, helping manufacturers meet demand for organic, natural and functional protein products.

Micellar casein isolate is a new ingredient which is rich in native milk proteins. It is extracted from milk using gentle processing without the addition of acids. The protein maintains its chemical structure, allowing the creation of products that are as close to nature as possible.

Arla Foods Ingredients' new micellar casein isolate, MicelPure™, contains a minimum of 87% native protein. Suitable for food, functional health foods and active nutrition applications, it is low in lactose and fat, heat-stable and taste-neutral.

In a milestone for Arla Foods Ingredients, it is also the company's first ingredient to be offered in an organic version, made from certified organic milk from Denmark.

As the first ever organic micellar casein isolate on the market, MicelPure™ Organic meets a clear need. Research shows that European consumers consider organic products healthier, tastier and more nutritious, with one in three saying they would buy more organic, high-protein snacks if they were available.¹

Barbara Jensen, Business Development Manager at Arla Foods Ingredients, said: "When consumers hear 'organic', they think healthy, sustainable and wholesome. However, a shortage of natural, organic protein ingredients has prevented many manufacturers from entering this market. MicelPure™ Organic fills the gap, allowing companies to extend their portfolios with products that are both organic and packed with high-quality protein."

Research shows that "healthy" and "natural" are the two most important characteristics for consumers of food products.¹ Because it is rich in native protein, MicelPure™ also helps manufacturers respond to these needs.

Joe Katterfield, Business Development Manager for Sports Nutrition and Health Foods at Arla Foods Ingredients, said: "Protein's benefits for muscle growth, recovery and weight management have driven consumer demand in a range of categories. But while the

high-protein trend is definitely here to stay, manufacturers also have to meet many other needs. MicelPure™ combines high protein levels and functionality with an offer of healthy wholesomeness that increases appeal.”

Samples of MicelPure™ are available for food applications such as cooking-stable cheeses, yogurts and ice cream and puddings, as well as health and performance applications, such as ready-to-drink high-protein beverages and powder shakes.

¹ Lindberg International ‘Consumer study on perception of organic food products and organic purchasing habits’, 2019

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About Arla Foods Ingredients

Arla Foods Ingredients is a global leader in value-added whey protein solutions. We discover and deliver ingredients derived from whey, supporting the food industry with the development and efficient processing of more natural, functional and nutritious foods. We serve global markets within early life nutrition, medical nutrition, sport nutrition, health foods and other foods and beverage products.

Five reasons to choose us:

- We have R&D in our DNA
- We offer superior quality
- We are your trusted business partner
- We support sustainability
- We ensure security of supply

Arla Foods Ingredients is a 100% owned subsidiary of Arla Foods. Our head office is in Denmark.

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