



3rd June 2025

PRESS RELEASE

Arla Foods Ingredients and MasterSense sign new distribution agreement for Chilean market

Arla Foods Ingredients has extended its distribution partnership with MasterSense to bring innovative nutrition solutions to the Chilean market.

The new distribution agreement reinforces both companies' commitment to grow in the region, expanding a collaboration that began in Mexico in 2024. It covers Arla Foods Ingredients' solutions for two key segments:

- Performance nutrition – there is high potential for further development in Chile's performance nutrition market, which includes sports nutrition, health and supplements
- Food and beverage – both companies see strong growth potential in segments such as dairy, bakery, beverages and foodservice

MasterSense distributes a comprehensive portfolio of ingredients and flavours serving the food, beverage and nutrition industries in Latin America. It has a presence in six countries, including Chile, and serves a total of 11 countries in the region. With expertise in food design and technical excellence, MasterSense is uniquely positioned to deliver Arla Foods Ingredients' advanced nutrition solutions in Chile.

A recent Arla Foods Ingredients survey of 1000 Chilean consumers found that great taste, convenience, naturalness and high-protein content were their most important considerations when purchasing food. One in four considered "whey protein" a very attractive claim. When asked which products they would like to contain more protein, Chilean consumers cited yogurts, dairy beverages, bread and juice as their top choices.¹

Vinicius Moraes, Head of Sales – South America at Arla Foods Ingredients, said: "As a global leader in improving premium nutrition, we are hugely excited about this new opportunity to co-operate even further with MasterSense. There's a high level of innovation in the Chilean food and beverage industry and it's one of our top three markets in the region. This agreement will help us strengthen our footprint and support to Chilean producers."

Gustavo Assis, President of MasterSense, said: "We are proud to take another step forward with Arla Foods Ingredients. This partnership is a testament to our belief that the future of food lies

in innovation, functionality and consumer health. Chile has proven to be a forward-thinking market, and we are confident this collaboration will bring real value to local manufacturers and, ultimately, to consumers. With our on-the-ground expertise and technical support capabilities, we are fully committed to making this journey a success.”

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About Arla Foods Ingredients

Arla Foods Ingredients is a global leader in improving premium nutrition. Together with our customers, research partners, suppliers, NGOs and others, we discover and deliver documented ingredients and products that can advance lifelong nutrition for the benefit of consumers around the world.

We serve leading global brands in early life nutrition, medical nutrition, sports nutrition, health foods, and other foods and beverages.

Five reasons to choose us:

- We're passionate about improving nutrition
- We innovate by connecting the best
- We master both discovery and delivery
- We build strong, long-lasting partnerships
- We are committed to sustainability

Headquartered in Denmark, Arla Foods Ingredients is a 100% owned subsidiary of Arla Foods.

<https://www.arlafoodsingredients.com/>

LinkedIn

<http://www.linkedin.com/company/arla-foods-ingredients>

LinkedIn (Latin America)

<https://www.linkedin.com/showcase/arla-foods-ingredients-latin-america/>

LinkedIn (China)

<https://www.linkedin.com/showcase/arla-foods-ingredients-china/>

About MasterSense

MasterSense distributes a complete line of speciality ingredient and flavour solutions to the food, beverage and nutrition industries across Latin America. Founded in 2005 and headquartered in Brazil, it currently operates in Bolivia, Brazil, Colombia, Chile, Guatemala and Mexico, serving a total of 11 countries across the region. In addition to distribution, MasterSense offers customised product design solutions and technical services. For more information, visit <https://www.mastersense.com>

¹ 'Consumers in Chile – Thoughts on Food and Whey Protein' (Online quantitative survey by Arla Foods Ingredients, distributed by Lindberg International) 2024.