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PRESS RELEASE

Arla Foods Ingredients highlights growing consumer focus on protein quality

Arla Foods Ingredients is highlighting growing consumer focus on nutrient quality as it launches a new brand for its line of microparticulated whey proteins.

Recent research shows that almost 70% of consumers are focused on the sources of protein in food and beverages, with naturality and nutritional value major motivations.¹ Furthermore, 36% of those with an interest in protein say a complete protein source is the most important factor when choosing between products.²

To help meet this increasing need, Arla Foods Ingredients offers a line of whey proteins based on patented microparticulation technology. Bearing the new name of Nutrilac[®] ProteinBoost, it offers a range of benefits that meet the needs of manufacturers as well as health-conscious consumers.

Rich in all nine essential amino acids, the ingredients in the range represent a complete protein source. Additionally, they are easy to add to food and beverage products, and provide indulgent texture and mild dairy taste.

Katrine Helene Fruergaard Holm, Global Industry Marketing Manager at Arla Foods Ingredients, said: "Protein is the go-to nutrient for many health-focused consumers and for years manufacturers responded by packing in as much of it as possible. However, consumers are increasingly focused not just on getting more protein, but also on getting the *right* protein. They want complete proteins that deliver all the essential amino acids needed for well balanced nutrition, and of course they want them in products with great taste and texture. Offering both practical benefits and high nutritional quality, Nutrilac[®] ProteinBoost is the ultimate complete protein source."

To demonstrate how Nutrilac[®] solutions can help meet the demand for high-quality protein, Arla Foods Ingredients is inviting manufacturers to take part in a virtual protein seminar. It will focus on four categories:

¹ Health Focus International: Top 10 Trends, 2023

² Health Focus International Study based on 22 countries, 2022

- Nutrilac® ProteinBoost is ideal for **high-protein ice cream**, where it can provide up to 15% protein content and deliver a clean, neutral dairy taste
- In **drinking yoghurts**, Nutrilac® ProteinBoost can provide high protein content with low viscosity, high solubility and pleasant mouthfeel
- Nutrilac® ProteinBoost can be used to create **spoonable yoghurts** with increased viscosity and stability, as well as very high protein content
- **High-protein dairy bites** are an increasingly popular new format. Nutrilac® solutions can help them taste great, and retain their shape and texture over a long shelf life.

To register for the seminar, visit: https://cloud.campaign.arlafoodsingredients.com/virtual-event?source=Virtual_event_Press

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About Arla Foods Ingredients

Arla Foods Ingredients is a global leader in value-added whey 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, sports 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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