

11th November 2025

PRESS RELEASE

Arla Foods Ingredients showcases innovation expertise with new high-protein concepts

Arla Foods Ingredients will highlight its capabilities in milk and whey protein innovation with new high-protein food and beverage concepts at Fi Europe.

Research shows that more than 40% of health-conscious consumers are opting for dairy products to boost their protein intake, while over 30% choose them for guilt-free snacking. Meanwhile, there is growing interest in innovative dairy formats targeting specific nutritional needs.¹

At Fi Europe (2nd-4th December in Paris), Arla Foods Ingredients will demonstrate how its portfolio of milk and whey protein ingredients can meet these needs. Its stand (71G8) will include an Innovation Spotlight area featuring five new application concepts that combine taste, functional nutrition and novelty:

- A high-protein, transparent yoghurt
- A drinking yoghurt with hydrolysed whey protein, offering 25g of protein per serving
- Milky Spark, a carbonated, flavoured, milk-like drink made with pure whey protein
- A gluten-free high-protein (27%) cookie with a soft-baked texture and no added sugar
- A high-protein (25%) brownie with an authentic fudgy texture and no added sugar.

Jeppe Sand Laursen, Associate Director, Functional Nutrition at Arla Foods Ingredients, said: “We’re passionate about improving nutrition with superior-quality proteins that deliver the functionality consumers demand across a wide range of choices. Our innovative mindset, unique set-up and unrivalled knowhow bring new protein concepts to life – from formulation to implementation on the product line. In addition, our application centres’ flexible pilot equipment enables us to simulate large-scale production plant processes, with fast and realistic results that speed up time to market.”

Visitors to Fi Europe will also be able to sample a range of additional Arla Foods Ingredients’ concepts for functional, nutritious foods and beverages. These include a squeezable cheese, a drinking yoghurt and a kids’ UHT drink featuring Nutrilac® milk fat globule membrane (MFGM).

High in complete whey protein, MFGM also provides healthy lipids including Omega-3 fatty acids, vitamin B12 and choline. Arla Foods Ingredients recently launched its Whey360 campaign

¹ Innova Market Insights, Top 10 Trends in Dairy & Dairy Alternatives, 2025

to highlight MFGM's multivitamin benefits for functional foods across all life stages, beyond its established use in the infant formula category.

Additionally, Arla Foods Ingredients will showcase:

- Easy Bite, a recently launched bite-sized snack bar concept offering up to 40% high-quality protein in a convenient 18g serving
- Functional protein waters for holistic hydration featuring Lacprodan® ISO.Water whey protein isolates.

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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.

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