

25th November 2019

## PRESS RELEASE

### **Smart Mama concepts offer new solutions for growing maternal nutrition market**

Arla Foods Ingredients has launched two maternal supplementation concepts to support children's cognitive development during pregnancy and lactation.<sup>1</sup>

The Smart Mama drink and Smart Mama bar prototypes contain the ingredient Lacprodan® MFGM-10 – a whey protein concentrate featuring the benefits of milk fat globule membranes (MFGMs).

The Smart Mama prototypes are available now, offering manufacturers the opportunity to launch a premium functional product into the rapidly growing market for maternal nutrition food and drink products.

Anne Staudt Kvistgaard, Arla Foods Ingredients' Senior Manager, Early Life Nutrition, said: "During pregnancy and lactation, the mother is the main source of nutrition for the developing infant, so it's important she makes the best possible dietary choices. Our Smart Mama drink and Smart Mama bar concepts are convenient, offer a great taste and provide Lacprodan® MFGM-10, which has documented benefits for brain development when applied in early-life nutrition products."

Maternal nutrition food and drink product launches saw a 13% increase in CAGR between 2014 and 2018, with research showing the two most sought-after product attributes in maternal nutrition in 2018 were convenience and brain health.<sup>2</sup>

The Smart Mama drink is low-fat, offers a source of protein and calcium, and contains high levels of folic acid, which helps prevent neural tube birth defects. The Smart Mama bar is high in protein, calcium and fiber.

Arla Foods Ingredients will showcase the Smart Mama concepts at Food Ingredients Europe (3rd to 5th December in Paris) on Stand 6C120.

**ENDS**

1) Georgieff, M.K. et al. 'Nutritional influences on brain development' 2018. Acta Paediatr. 107(8):1310-1321

2) Innova Market Insights 2019

**For more information contact:**

Robin Hackett, Ingredient Communications

Tel: +44 (0)7507 277733 | Email: [robin@ingredientcommunications.com](mailto:robin@ingredientcommunications.com)

**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, 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.

**RSS Feed**

Visit our website at <http://www.mynewsdesk.com/arla-foods-ingredients> and sign up to our News RSS feed for all the latest developments – updated regularly.

**Twitter**

Follow us on twitter for all the latest updates [@ArlaIngredients](https://twitter.com/ArlaIngredients)

**LinkedIn**

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

**Facebook**

<https://www.facebook.com/arlaingredients>