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## TRADE RELEASE

### **IFF Launches CREMODAN® GREENPRO 101 to Drive Affordability and Sustainability in Ice Creams**

*New system cuts costs for manufacturers and maintains ice cream quality at the same time*

**BRABRAND, Denmark – April 12, 2023** – IFF (NYSE: IFF) today announced the Europe, Middle East, Africa, Turkey and India launch of its new CREMODAN® GREENPRO 101 Modulator Enhanced System, an innovation designed for ice cream manufacturers who seek to maintain the indulgent quality of their products in a cost-effective manner. The new CREMODAN® GREENPRO 101 offers a chance to cut recipe costs by up to 25 percent and reduces the carbon footprint of ingredients used in ice cream by up to 30 percent.

Despite the favorable forecast for the global ice cream market—Euromonitor predicts 2 percent year-on-year growth up to 2026—inflationary pressures remain a challenge. Particularly, high-quality brands have seen a drop in sales volumes over the past year, driven by increased production costs and price-sensitive consumers, who have switched to low-cost alternatives.

Rising milk prices are the crux of the challenge. According to Teagasc in 2022, the average price of raw milk rose 44 percent in the EU alone. Prices are expected to remain relatively high through 2023.

“Milk and fat are key to the indulgent taste and texture that drive ice cream sales,” said Stephane Dessart, global product marketing leader, IFF. “Our modulator-enhanced system is a direct response to manufacturers who want to continue making high-quality products at a more affordable price.”

This new system is the first innovation from IFF to combine an ice cream stabilizer system for optimum creaminess, mouthfeel and melting properties with an innovative flavor-modulating technology in one synergistic blend. Designed for swift recipe reformulation and ease of use, the new system allows manufacturers to reduce the milk solids and fat content of ice cream without impacting its perceived indulgent quality. Trials show that with CREMODAN® GREENPRO 101, consumers cannot taste or feel any difference between a standard ice cream and a milk-reduced recipe with the new system.

A cradle to gate Life Cycle Analysis (LCA) show an up to 30 percent reduction in the carbon footprint of raw material ingredients used in manufacturing ice creams. As part of IFF’s Do More Good plan, IFF applies LCA to identify, document and further improve sustainable solutions that can help customers and partners achieve their Environment, Social and Governance (ESG) objectives such as reductions of GHG emissions and other environmental impacts.

“This is the core of the value proposition to manufacturers: that they can produce their products at a lower price, with reduced carbon footprint and still give consumers the same experience,” said Dessart.

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### **Welcome to IFF**

At IFF (NYSE: IFF), an industry leader in food, beverage, health, biosciences and scent, science and creativity meet to create essential solutions for a better world – from global icons to unexpected innovations and experiences. With the beauty of art and the precision of science, we are an international collective of thinkers who partners with customers to bring scents, tastes, experiences, ingredients and solutions for products the world craves. Together, we will do more good for people and planet. Learn more at [iff.com](https://www.iff.com), [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#).

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