



## In 2015 Europe will have twice as many seniors as young people

# Elders focus increasingly on their health

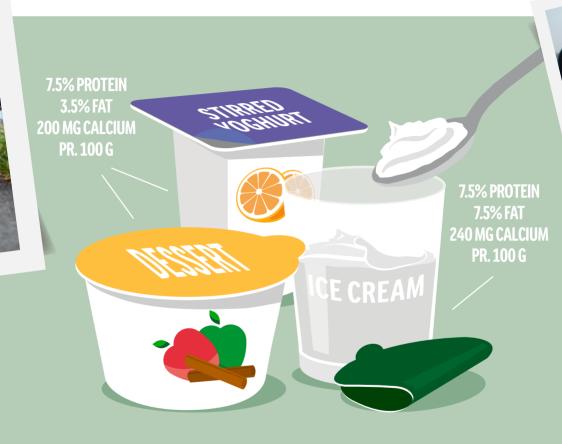
Source: Strategic Nutrition For Healthy Aging Technical Paper, March 2014



The world's population is getting older and the growing number of seniors represents a huge opportunity. They work longer, have an active life style and refuse to be categorised as "old". Rather they want to look good, be healthy and stay fit.

Nutrilac® Ageless has been specially developed with this opportunity in mind. The unique whey

protein ingredient for small-portion meals like yoghurts and fermented desserts offers high contents of protein and calcium to support seniors' increased need for these nutrients. And with a delicious taste and a delightful smooth mouth-feel, Nutrilac® Ageless is bound to down well with even the most quality-conscious seniors.



Nutrilac® Ageless is ideal for stirred yoghurts and fermented desserts. It can also be used in ice cream.



## 4 x senior trends

 Older consumers are very appealed by products marketed as "Natural". They believe that "natural" products are made with care and taste better.

(Source: foodnavigator.com Older consumers want "natural" rather than "organic" food, Aug. 2014)

2) Products with high nutritive values in smaller packages are attractive to older consumers, especially in Japan, as they tend to eat less and often shop on a daily basis.

(Source: beveragedaily.com Help the Aged: Tokyo Pack 2014 focuses on Japan's aging population, Sep. 2014)

3) 81% of elderly English consumers are aware of the importance of including protein in their diet but the majority still fails to live by it.

(Source: foodnavigator.com Older consumers are least likely of ollow a high-protein diet. Oct. 2014)

**4)** Older consumers are keen to spend money on themselves. In UK, 50-64-year-olds spend 50% more money on food and drinks than under-30s.

(Source: Mintel/US Census, Housing ESR Forecast 2015)



## Meet current trends with a range of attractive choices

Nutrilac® Ageless offers you the chance to embrace contemporary senior trends and market new products that are in high demand from a rapidly growing group of senior consumers. And if you want to target an even broader audience Arla Foods Ingredients can help you with that too.

#### Our portfolio offers a variety of other high protein concepts, ideal for application in:

- Sports yoghurt
- Greek-style yoghurt
- Healthy living ice cream
- High protein beverage

All our Nutrilac® concepts, including Nutrilac® Ageless, are easily integrated in your existing production set-up.



### **Quality** starts here

Arla Foods Ingredients is a global leader in natural whey ingredients for nutritious food products. Our trademark is the quality we provide to our customers in every aspect of our offering.



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