

TREAT SENIOR CONSUMERS TO **A RICHER LIFE**

Nutrillac® Ageless with extra
protein and calcium supports
an active life style






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

Source: Numbers released by the Global Burden of Disease study 2010; the Lancet 2012



Elders focus
increasingly **on**
their health

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



High protein High calcium High appeal

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.

Nutrillac® 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, Nutrillac® Ageless is bound to down well with even the most quality-conscious seniors.

7.5% PROTEIN
3.5% FAT
200 MG CALCIUM
PR. 100 G



7.5% PROTEIN
7.5% FAT
240 MG CALCIUM
PR. 100 G

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



4 x senior trends

- 1) 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 to follow 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.



Arla Foods Ingredients Group P/S

Sønderhøj 10-12
8260 Viby J
Denmark

Office: +45 89 38 10 00
Email: dairy@arlafoods.com

www.arlafoodsingredients.com