



**Lead your
consumers
towards
healthy
conscience**

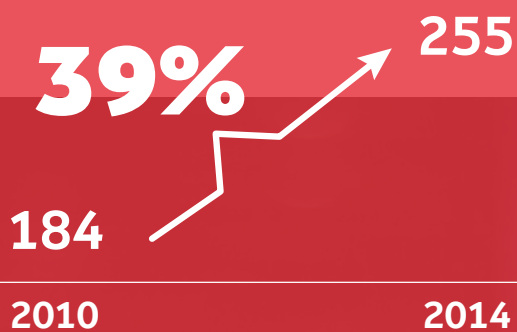
**Nutrilac® cottage cheese
by Arla Foods Ingredients**



Active lifestyles drive cottage cheese demand

Today, consumers are striving to consume products with less fat and less calories due to increasing health concerns.¹ These consumers are looking for healthy but tasty alternatives to fit their active and healthy lifestyle.²

Global cottage cheese launches



Source: Innova Market Insights, May 2015

Cottage cheese launches have increased by 39% from 2010 to 2014 due to higher market demands.³

Consumers perceive cottage cheese as a traditional product associated with positive health advantages. Families benefit from cottage cheese as a convenient food because it is easy to use in home cooking and as a healthy, high protein snack on the go.⁴

Consumers are looking for products that comply with their healthy everyday needs, and therefore 37% of the recent cottage cheese launches have been positioned as 'ethical' and 35% as 'low-fat'. The third and fourth most used positionings in this case are also 'convenience' and 'high pro',⁵ which comply with the increasing consumer tendency to look for such healthy and convenient products on the market.



Healthy meals that benefit an active lifestyle

Health conscious consumers can benefit from low fat cottage cheese as an addition to a healthy meal or a snack.

Convenience is a top priority for busy consumers as meals are increasingly consumed on the go, and dinners often turned into a snack.⁶

Cottage cheese is the healthy alternative to other snacks and additions to indulgent meals. It is creamy, healthy and easy to add in traditional home cooking.

The high protein content of cottage cheese is especially beneficial for consumers who want healthy, convenient foods providing important nutrients for the body. The high protein content both stimulates faster muscle regeneration and makes you feel full for longer, and the low fat content enables consumers to manage a restricted calorie intake.⁷

Low fat cottage cheese provides a convenient opportunity to explore indulgent everyday meals on the go or at home and in a healthy way.



Low fat cottage cheese with cost optimisation

Low fat cottage cheese can be very runny and have a dry mouthfeel. Also, reducing the fat content in this product, as for many other dairy products, results in a lack of creaminess and taste. However, with Nutrilac® CH-5260 for cottage cheese, you can offer your consumers a great tasting low fat product. Nutrilac® CH-5260 has exceptional water-binding capacity that ensures creaminess and a high viscous, shear stable dressing*.

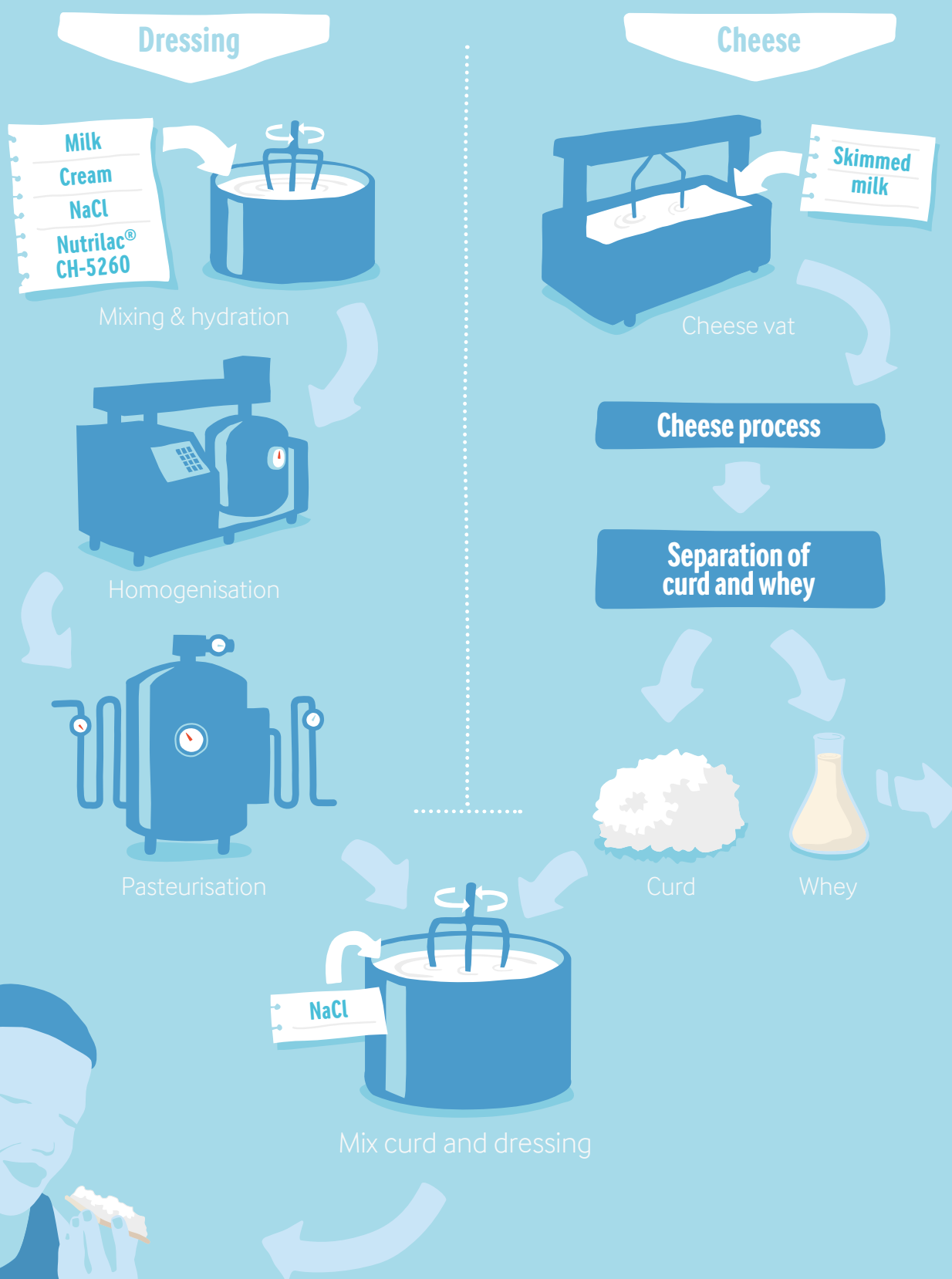
In cottage cheese, the curd is the most expensive part, due to processing, whey drainage and the high protein content. This means that increasing the ratio of dressing in the final product can result in a cost saving. However, in this case you need to make a high viscous dressing with great curd covering effect. With Nutrilac® CH-5260, you can overcome this challenge and increase the ratio of dressing, while optimising both quality and price of every batch.

* The dressing in cottage cheese can also be referred to as 'cream'.



Cottage Cheese

production process...



Get the value of clean label cottage cheese

Nutrillac® CH-5260 for cottage cheese is derived from natural milk proteins, enabling you to make a clean label product for your quality- and health-conscious consumers. No need for starches, carrageenan or locust bean gum; Nutrilac® CH-5260 is simple to add and brings full stabilisation to the final cottage cheese product.

Whether you are producing regular or low fat cottage cheese, **you will optimise your production as well as the quality of your cottage cheese** by adding Nutrilac® CH-5260. This gives you the opportunity to offer your consumers a clean label, healthy and indulgent product to use in their everyday lives.



**Clean
Label**

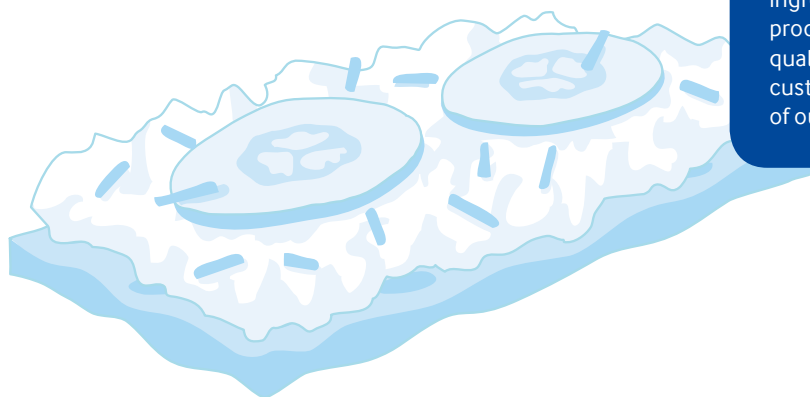
References

- 1 Europlat.org, 2014 High Demand for Low Fat Foods and Gluten-Free Frozen Desserts to Propel the Demand for Carboxymethyl Cellulose Market, available at: <http://www.europlat.org/high-demand-for-low-fat-foods-and-gluten-free-frozen-desserts-to-propel-the-demand-for-carboxymethyl-cellulose-market.htm>
- 2 GMI/Mintel. Base: 1000 internet users per country aged 16+, 2014
- 3 Innova Market Insights, May 2015
- 4 Innova Market Insights, May 2015
- 5 Innova Market Insights, product launches, May 2015
- 6 Future Foundation, Healthy Hedonism, 2014
- 7 Healthline, April 2015, Is Cottage Cheese Good for You?, available at: <http://www.healthline.com/health/food-nutrition/is-cottage-cheese-good-for-you#1>



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.



COTTAGE CHEESE

Creamy and delicious



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