



Go low in
calorie with
great tasting
and healthy
dairy

Nutrilac®
LowCal solutions
by Arla Foods Ingredients



Obesity growth leads weight management

This growing focus on obesity nourishes a market for weight management products, that was estimated to **US \$ 158 billion** in 2014.¹

64.5% of consumers say they are actively **avoiding or reducing consumption of fatty foods**. Consumers are very appealed by low calorie/low fat claims on products. However, consumers do not want to sacrifice indulgence, they prefer to cut portions instead.²

In Latin America and China, processed food is getting cheaper, and healthy choices more expensive. These processed products are often produced with cheap ingredients and are therefore high in sugar, fat and salt.³

In India high growth of weight management products is driven by escalating prevalence of diabetes. Increase in diabetes world wide is often linked to obesity and fat intake.⁴

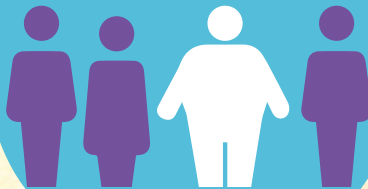


the way for products

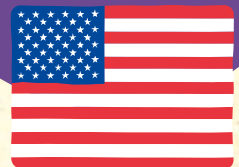


Weight management in Latin America is estimated to grow by **5% CAGR** through 2018⁵

One in every four people in China are overweight.⁶



In **US** 70% of all males over 20 years are overweight or obese.⁷



Protein & fibres

Within weight management, protein takes center stage with **57%** of consumers – especially between ages of **18** and **34** and **above age 65** – seeking protein sources.⁸

Due to proteins' positive ability to secure a longer lasting feeling of **satiety and maintenance of muscle mass**, products containing protein are very popular within weight management.⁹

Scientific evidence supports the fact that a high proportion of protein in the diet increases weight loss and prevents weight gain and regain.¹⁰ Whey protein is also rich in the branched-chain amino acids – especially leucine, which has been found to have a direct effect on reducing appetite.¹¹

Fibres are also believed to play an active role in weight management, triggering a satiety feeling. Considered as a low in calorie filler, fibres play an important role in weight management products.¹²

Nutralac® LowCal yoghurt is the **perfect breakfast solution**, meeting the demands of healthier weight management products



CLAIM
High in
fibres
> 3g per
100 kcal

Yoghurt as
a healthy break-
fast is up with
7% from
2008 to 2014¹³

53%
of consumers are
involved in weight
management
programmes¹⁴

**AS WEIGHT MANAGEMENT IS THE SECOND
LARGEST HEALTH TREND GLOBALLY,¹⁵
WE HAND YOU PERFECT SOLUTIONS TO ENTER
THIS CATEGORY WITH EITHER A STIRRED OR
DRINKING YOGHURT SOLUTIONS.**



Lowest in calorie,

Go Low in calories

Because of Nutrilac®'s water-binding capabilities and its clean taste, our proteins will enable producers to make a **creamy and healthy** product that is extremely low in calories.



Consumers put more and more focus on labelling. **Protein, low fat and fibre** are claims perceived positively by the consumers. Our solution gives you the possibility to claim either high in fibre or low in calorie and at the same time have an even higher protein content than standard non-fat yoghurt solutions. With our unique LowCal solution you go below the magic **100 kcal** in a standard serving but maintain a delicious texture while avoiding the dryness common in standard non-fat yoghurts.

LOW
in
calorie

highest on health

Confident choices
for your healthy
weight loss

Benefits of Nutrilac[®] LowCal

Water-binding
proteins
→ Better
mouthfeel

Whey proteins give a
unique and
clean taste

Thicker
texture →
Feeling of a
filling meal

Stabilisa-
tion

No starches

Low carb and
low calories

No fat

Prebiotic
(fibres)

W
ries

less than
40 kcal
per 100g

less than
20 kcal
per 100g



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.

References

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