

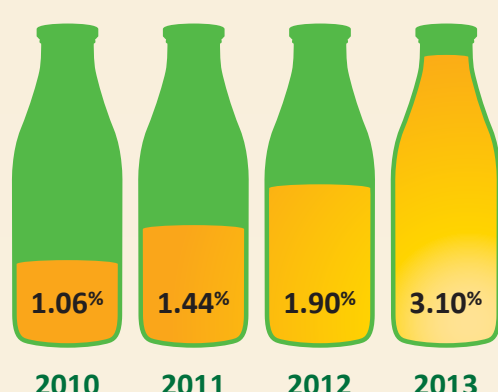


Nutrillac®
Hi-Pro Improvers

Step up to the next level of protein-rich appeal

Market

High-protein yoghurt launches



Market development

High-protein in dairy is rapidly moving from a **bodybuilder** niche to **mainstream** due to awareness of health benefits

High-protein yoghurt launches increased by **43%** between **2010** and **2012**

High-protein launches
in U.S. (2012)



Consumers

Traditionally, people associate protein with building muscle. As they embrace **healthier diets**, they begin associating protein with **energy** and **feeling full**.

Weight management, satiety and sustained energy

A perfect snack – energy for sports and school

Building muscle and energy

Unlike many common food **packaging claims** such as 'good source of vitamins', people say they can actually feel the **positive effects of protein**.

Nutrition

Nutrillac® Hi-Pro Improvers put you in control

Giving healthy yoghurt and beverages an extra protein boost



100% natural protein boost



Keeping your products delicious and natural



Securing an appealing taste and texture



With Hi-Pro Improvers, you can combine **high-protein** drinking yoghurt with **premium sensory quality**.

Benefits of Hi-pro Improvers

More Protein

Pack much **more** protein into a **smaller** portion

New Products Waiting

Explore the **opportunities** for protein-rich Greek-style, stirred and drinking yoghurts as well as milk and juice drinks

Healthier Choices

Nutritional benefits and **indulgent** eating experience at the same time

Unlimited textural freedom

Counter the development of **graininess** and **dryness**
Provides **maximum** sensory quality



Closer to Nature™

For more information please visit www.arlafoodsingredients.com or contact us at ingredients@arlafoods.com