

SuperIngredient

**Arla Foods Ingredients**

Discovering the wonders of whey



# DO WONDERS WITH CHINESE DAIRY

## OUR NEWEST CONCEPTS

- 1 Super-smooth skyr**
- 2 High-protein yoghurt drinks**
- 3 Natural long-life yoghurts**

**CHINA'S YOGHURT MARKET IS GROWING FAST.  
SATISFY CONSUMER NEEDS WITH THE HELP OF OUR THREE  
INSPIRATIONAL CONCEPTS AND NUTRILAC® PROTEINS.**

China loves yoghurt. As many as 84% of adults and 92% of children enjoy yoghurt at least once a week, according to an Arla survey of consumers in six major cities. By 2022, China is forecast to take over from the US as the world's biggest yoghurt market. That's equivalent to an average growth rate of 15% a year from now on.

For yoghurt manufacturers, there's never been a better time to launch novel, appealing products in China. The challenges and opportunities boil down to more or less the same thing: to strengthen yoghurt's image as a healthy, natural and filling snack.

At Arla Foods Ingredients, we've got a few ideas to help you do that – using our Nutrilac® proteins.

## THE NEXT DAIRY NOVELTY

### – SUPER-SMOOTH SKYR

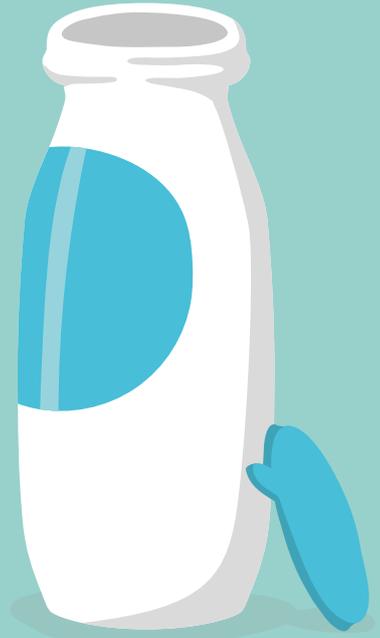
Skyr is an Icelandic fermented dairy product that is high in protein and low in fat. Our application experts have developed a novel skyr solution specifically for the Chinese market. Nutrilac® proteins provide a fresh taste, smooth texture and stable shelf life. Our concept can be produced on a standard yoghurt line, without having to invest in a centrifuge or any smoothing equipment.



## FILLING THE HUNGER GAP

### – HIGH-PROTEIN YOGHURT DRINKS

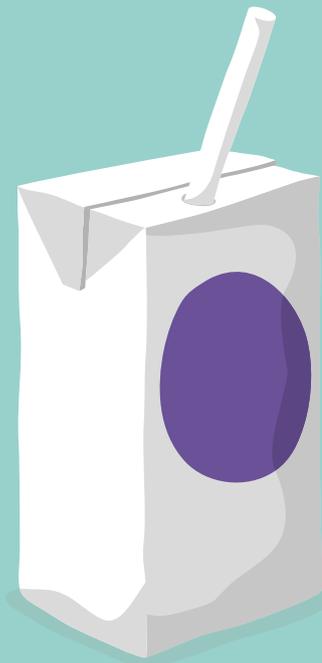
Drinking yoghurt is a big favourite in China, but consumers are still looking for products that serve as filling between-meal snacks or meal replacers. Our concept fills the hunger gap with Nutrilac® proteins. The result is a fresh drinking yoghurt with 6% protein, 3% fat and a light texture. Suitable for marketing towards kids, seniors or other target consumers.



## CHINA'S RISING STAR

### – NATURAL LONG-LIFE YOGHURTS

Most long-life dairy products in China contain artificial additives to keep them smooth and stable. But now consumers are demanding more clean-label products. Our yoghurt concept demonstrates the natural stabilising capacity of Nutrilac® proteins – delivering a smooth, non-sandy texture with no separation throughout a six-month shelf life.



**ASK US FOR: samples, recipes, application support**

Contact us at [yanyan.li@arlafoods.com](mailto:yanyan.li@arlafoods.com) or +86 10 66001580

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