

Go **Pure Dairy**

with **clean label solutions**

from Arla Foods Ingredients

The Market



Consumers are very aware of the ingredients they eat

They are increasingly concerned over additives and 'artificial ingredients' in dairy



Consumer demand has led to a **168%** increase in clean label dairy product launches in EU in 2012-2016²



35% of EU consumers avoid food and drinks that contain **artificial additives or preservatives**¹



35% of EU consumers regularly check the **ingredients** list on the pack¹



34% of EU consumers would never buy food that has been **genetically modified**¹



Make your product **stand out** from other clean label dairy products in the market
with
pure dairy and natural ingredients

With our natural ingredients you can obtain these benefits in your pure dairy products:



Pure dairy and clean label



Reduced syneresis



Mild clean taste



Pleasant and drinkable viscosity

Our ingredients can help you create premium quality and PURE dairy products like:



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

¹ Mintel, consumer survey, Consumer Attitudes towards Free-From Products, 2015-2017

² Innova database, clean label dairy launches, May 2017

³ According to EU legislation