## 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



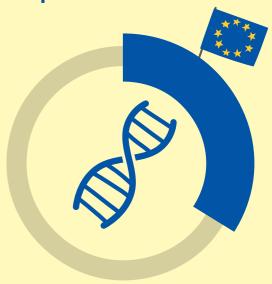
Consumer demand has led to a 168% increase in clean label dairy product launches in EU in 2012-2016<sup>2</sup>



**35%** of EU consumers avoid food and drinks that contain artificial additives or preservatives1



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



**34%** of EU consumers would never buy food that has been genetically modified1



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

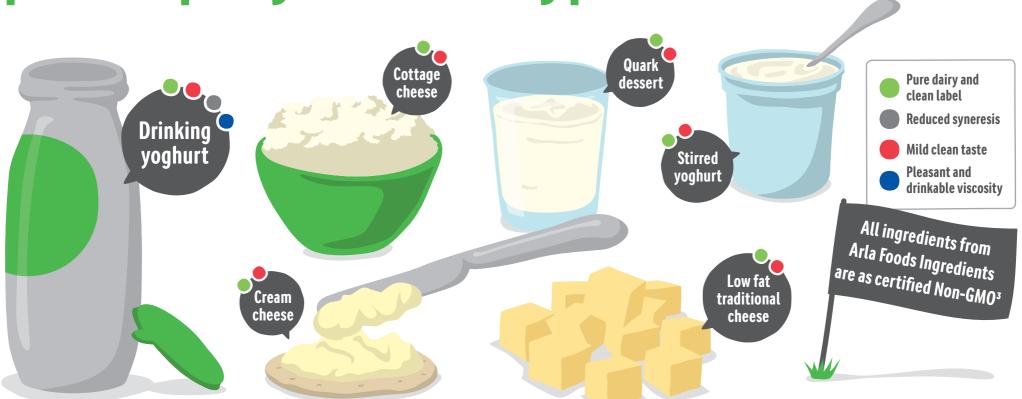


Mild clean taste



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

<sup>3</sup> According to EU legislation

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<sup>&</sup>lt;sup>1</sup> Mintel, consumer survey, Consumer Attitudes towards Free-From Products, 2015-2017