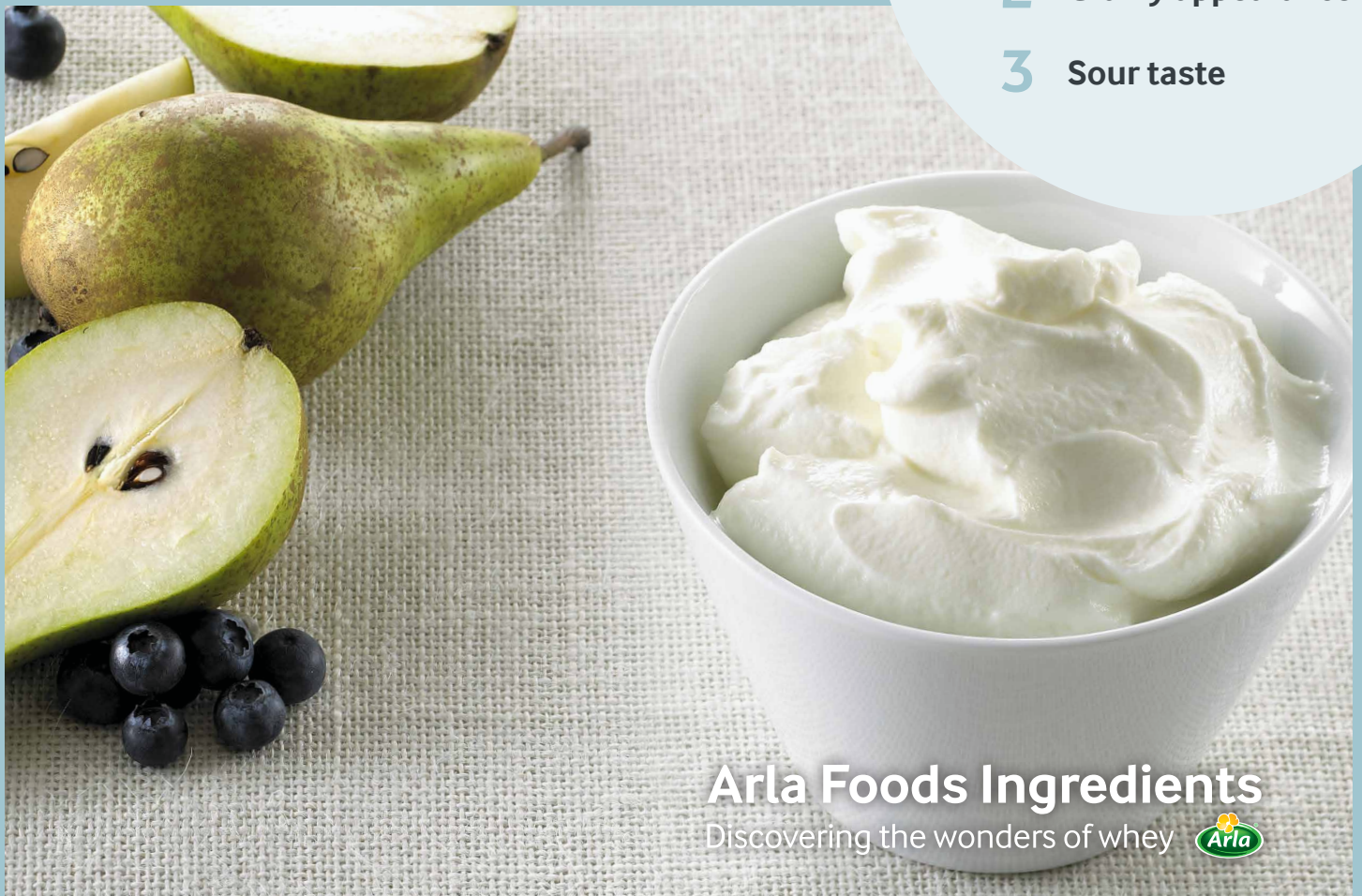


DELICIOUS SKYR TO CAPTIVATE YOUR MARKET

THE BIG THREE CHALLENGES

- 1 Poor creaminess
- 2 Grainy appearance
- 3 Sour taste



Arla Foods Ingredients

Discovering the wonders of whey



Consumers are getting a taste for skyr. Catch their eye with Nutrilac® YO-4575.

Wondering how to make sure your skyr brand is top of the consumer's mind? Then perhaps you have already heard about the promising growth forecast for skyr in Europe. According to Nielsen, skyr has the potential to reach up to 25% of yoghurt volume sales in large dairy markets – taking skyr out of its niche and into the mainstream.

How can you unlock that potential?

An Arla survey of consumers in five European countries gives a good idea about what you should aim for – a smooth and creamy mouthfeel with no dryness, a well-balanced fresh flavour and a shiny, homogeneous appear-

ance. Another useful finding is that consumers have similar preferences across all markets and that they appreciate a novel alternative to yoghurt.

At Arla Foods Ingredients, we have developed Nutrilac® YO-4575 so you can satisfy consumers and produce skyr efficiently on your separator processing line, with no need of ultrafiltration. Based on natural whey proteins, our tailored ingredient delivers a delicious mouthfeel, texture and taste time after time.

Just what your skyr brand needs to capture the limelight.

WHAT'S IN IT FOR YOU?

YOUR BUSINESS	YOUR PRODUCT	OUR INGREDIENT
Satisfy consumer preferences on multiple markets	Improved mouthfeel and creaminess	Nutrilac® YO-4575
Gain extra brand appeal	Appealing texture	
Grow sales	Fresh taste with balanced sourness	
	Shiny appearance	

SENSORY EVALUATION

A sensory evaluation compared the taste, mouthfeel and appearance of a skyr benchmark product and skyr with Nutrilac® YO-4575 with the preferred skyr in a consumer test. This found that Nutrilac® YO-4575 ensures a closer match to the consumer preferences from the Arla study. Skyr formulated with Nutrilac® YO-4575 results in a shiny and homogenous appearance, which meets the consumer wishes from the study conducted.

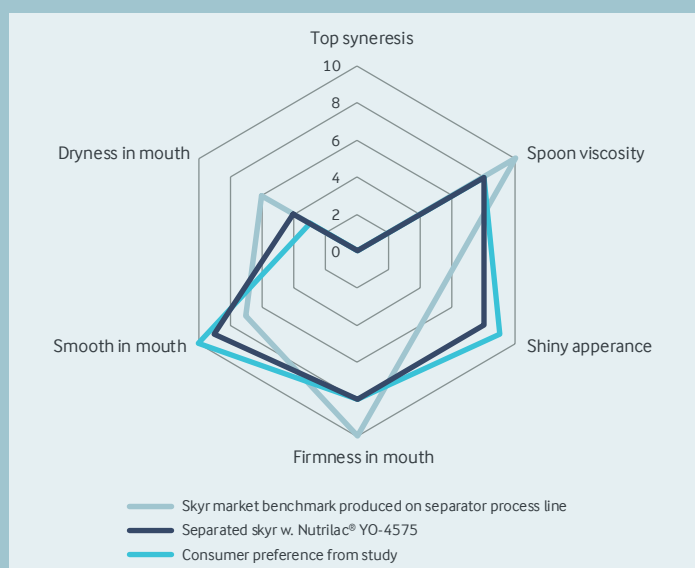


Figure 1. Sensory evaluation of a standard skyr recipe, a consumer preference skyr and Delicious skyr with Nutrilac® YO-4575

TEXTURE ANALYSIS

Lab measurements of texture show that skyr formulated with Nutrilac® YO-4575 results in a less firm texture compared to a benchmark product, and lives up to customer preferences.

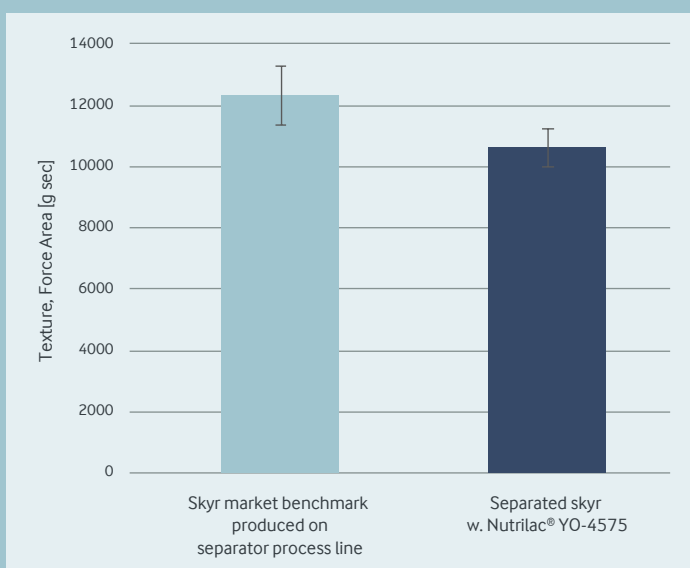


Figure 2. Texture analysis of a standard skyr and Delicious skyr with Nutrilac® YO-4575

ASK US FOR: samples, recipes, application support

Contact us at dairy@arlafoods.com

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