



SoBenefik, new finished product concept by Epi Ingredients designed to inspire manufacturers and drive innovation

After the massive success of SoFlexi, first concept of the SoUnik range, Epi Ingredients has decided to repeat the experience and is excited to announce the launch of SoBenefik, a high-protein yogurt concept produced only with ultra-filtered dairy powders. Designed to illustrate the unique features of Epi Ingredients' offering, SoUnik is a range of on-trend finish product concepts developed to help food, beverage and nutrition manufacturers visualize what they can do with the company's ingredients. *"Indeed, the goal for Epi Ingredients is not to sell these concepts. With this range of finished products, we are merely aiming at driving innovation, showcasing the company's application expertise and dairy ingredients know-how as well as promoting the use of our specialty ingredients, in this case native protein Epirot 60 UL, in new product developments"*, explains Mathieu Lucot, marketing manager at Epi Ingredients.

What is SoBenefik? - It is a protein-packed yogurt containing 8% protein, live cultures and a rich, extra-creamy texture while being low-fat and low-lactose. This is made possible with the use of Epirot 60 UL, a native milk protein concentrate produced directly from fresh milk through a cold filtration process allowing for minimal denaturation and optimal functional & nutritional properties.

SoBenefik is indeed produced using exclusively high-quality dairy powders, cultures and water. This distinctive feature makes it particularly interesting for markets where the fresh milk supply may be limited, or where preserving the integrity of fresh raw milk can be challenging.

As for SoFlexi, SoBenefik was developed with the end-consumer in mind, as a clean, convenient and affordable smart snacking option for increasingly time-deprived modern consumers. Research conducted by Mintel in collaboration with SPINS reveals the ongoing decline of conventional snacking in favor of fresh snack offerings¹, making SoBenefik particularly relevant in today's landscape.

So easy to feel good with SoBenefik! - Fresh snacking is also one of the main drivers of the health and wellness snacking category as consumers continue to seek 'better-for-you' alternatives to fulfil their nutritional needs on-the-go. High-protein yogurt could be a healthy replacement for high energy-dense snacks by improving satiety and delaying the desire to eat again, thus curbing overall calorie consumption².

Products modeled on SoBenefik and using Epirot 60 UL will make it easy for consumers to choose a high-protein yogurt over a higher energy, seemingly more attractive option. Indeed, SoBenefik both offers a creamy, indulgent mouthfeel and delivers on the healthy attributes: high-protein, low fat, low lactose. It even offers the additional benefit of supplying about 30% of the calcium RDA per 100g.

If you want to experience it for yourself, SoBenefik samples will be available to taste at the company's upcoming tradeshow appearances.

Epirot 60 UL under the spotlight! - Thanks to its unique ultra-low temperature production process, native protein EPIROT 60 UL is the ideal solution for product developers seeking a highly functional quality protein source with outstanding nutritional properties. Not only does this 60% milk protein concentrate offer superior gelling, emulsifying and water retention capabilities, but it also features the unique ability to provide enhanced creaminess and a rich mouthfeel in low-fat, high-protein applications. EPIROT 60 UL also presents a superior

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nutritional profile high in native calcium and low-lactose. Beyond high-protein yogurt, this new ingredient is easy to use and can be incorporated into a wide range of applications such as cheese, other yogurts, quark, beverages, nutritional products and more!

Feel free to get in touch to learn more about high-protein yogurt SoBenefik and EPI Ingredients' new protein offering, or to set up a time to catch up at one of their upcoming events. The company will be exhibiting at **Gulfood Manufacturing stand # S1 - C85 - Hall Sheikh Saeed** (November 6 - 8th, Dubai) and **Health Ingredients Europe stand n°8K50** (November 27-29th, Frankfurt).

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ABOUT EPI INGREDIENTS

Subsidiary of the French company Laïta, Epi Ingredients specializes in developing and marketing dry dairy ingredients for the food and nutrition industry and is fully committed to providing the best natural and nutritious value-added dairy products to meet the nutritional needs of targeted demographics. Beyond a deep knowledge of dairy processing, combined with years of experience in health and nutrition markets, Epi Ingredients also offer individualized support to their customers; giving them access to a dedicated team of experts continuously working on developing solutions tailored to the specific needs and requests of each of them.

Mother company Laïta is one of the top 10 dairy cooperatives in Europe and oversees the entire milk collection process from local dairy farms, all located in Western France. No farm is more than 100 kilometers (≈ 62 miles) away from the plant that processes their milk, therefore ensuring the highest levels of traceability. Thanks to this tight control over the entire value chain, from field to fork, Epi Ingredients can provide its customers with the highest quality, most natural and safest ingredients possible. In turn, customers can offer a diversified, responsible and healthy nutrition that end-consumers can fully trust.

As a sign of their ongoing commitment to product excellence, sustainability and corporate responsibility, Epi Ingredients is now implementing new corporate initiative: 'Passion du Lait®' (Passion for Milk).

Laïta key figures:

- 2,750 milk producers
- 1.5 billion liters (≈ 400 million gallons) of milk processed annually
- 1.2 billion € in revenue
- Customers in over 110 countries
- 100 000 MT (≈ 220.5 million lbs) dairy ingredients produced / year
- 4 high-performance industrial facilities specialized in drying, extrusion, membrane separation, fermentation and dry-blending
- 1 applications lab + 1 pilot plant

For further information, visit <http://www.epi-ingredients.com> and <http://www.laita.com/en/>

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¹ Mary Ellen Shoup, 2018. *The rise of fresh snacking: Are consumers ditching the pantry for the fridge?* Viewed online: <https://www.foodnavigator-usa.com/Article/2018/08/06/The-rise-of-fresh-snacking-Are-consumers-ditching-the-pantry-for-the-fridge>

² Yogurt in Nutrition, 2018. *High-protein yogurt could be a healthy replacement for high energy-dense snacks.* Viewed online: <http://www.yogurtinnutrition.com/highprotein-yogurt-healthy-replacement-high-energydense-snacks/>

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