

#StayStrong breakfast yogurt drink



Six out of ten consumers living in Europe, Middle East and Africa are concerned about their immune health. When they take action, it's mostly through diet & nutrition (30%), followed by exercise (24%) and supplements (23%). Awareness has increased of the benefits to the immune system of vitamin D, and also of probiotics. According to a study from FMCG Gurus, 73% of consumers in EMEA associate probiotics with immunity. DSM has created a mild and smooth lactose-free yogurt drink with benefits for immune health.



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This mild and smooth lactose-free yogurt drink is specially created for families who are looking for ways to enhance their well-being by preventing potential future illness. Its combination of Maxilact® lactase, Delvo® Fresh yogurt culture, Delvo® Pro probiotics, Quali®-Blend Immunity Premix and Quali®-Carotene β-carotene offers significant benefits for a person's immune system.



Insights & key ingredients

CONCEPT IDEA:

- Mild & smooth yogurt for start of the day to enhance your immune health

POSITIONING:

- 1-liter Tetra Pack
- Lactose-free
- Strawberry taste
- Family yogurt drink that supports your immune system

FEATURES:

- Mild & smooth
- Lactose-free
- Probiotics
- Immunity nutrients:
 - Vitamin A
 - Vitamin D
 - Vitamin E

DSM Solutions

MAXILACT® LGI 5000

A pure, classical lactase for lactose-free and sugar-reduced dairy. It enables you to create the ultimate clean-tasting, authentic product that is suitable for all label claims, from ordinary to organic.

DELVO® FRESH FVV-122

A yogurt culture specially developed for stirred and drinkable yogurts. It creates a very mild taste with a short texture and very fast acidification.

DELVO® PRO L26

Probiotic, *L. paracasei*. Originally isolated from infant intestinal flora, it shows a cell count increase during the shelf life of fermented milk products. It is high performing, stable, proven, and well-documented.

QUALI®-BLEND ADE UF34077 (Vitamins A, D, E)

This nutrient premix containing vitamins A, D, and E is specifically designed to support immunity.

QUALI®-CAROTENE β-CAROTENE 10% EMULSION RED

Nature-identical colorant. This carotenoid, known for its intense pigments, acts as an antioxidant and a source of vitamin A. This makes it an effective and healthy color for use in food. In this concept, the product is used as a color and therefore is labeled as beta-carotene.

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