

HIGH PROTEIN  
+  
EASY PRODUCTION  
+  
GREEN PROFILE  
=  
**GREEK-STYLE SMOOTHIE**

# GET IT RIGHT WITH Greek-style smoothies

Delicious **high-protein** and **high-fruit** smoothies for consumers on the go

## Consumers

### Market

In the past decade, per capita consumption of Greek yogurt has grown **X2\***

**Protein** is the primary driver of that growth

Retail sales of yogurt in the US

\$7.3 billion

\$9.3 billion

2012

by 2017\*\*



Greek-style smoothies meet the trend

**50%** of Americans believe lack of time is a bigger problem than lack of money\*\*\*



Eco-friendly



Time-poor consumers



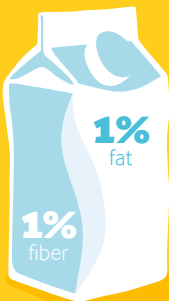
Snack substitute

## Products

Normal Smoothie

Vs

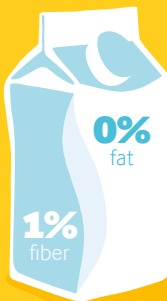
Greek-style Smoothie



Typically

**0.5%**

Protein



Up to

**7.5%**

Protein

Flavour Suggestions



Red Berries



Exotic Fruit



Veggie & Basil

## Process

Easy **production processes**

Our Nutrilac® solution will fit right into your current production set-up and increase yield significantly compared to traditional produced Greek yoghurt.

Traditional process



Whey



60% waste



40% product

Nutrilac® HiYield Process



HiYield Process  
0% waste



100% product

For more information please visit [www.arlafoodsingredients.com](http://www.arlafoodsingredients.com) or contact us at [dairy@ingredients.com](mailto:dairy@ingredients.com)

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\* Source: NPD

\*\* Source: "The yogurt market and yogurt innovation: Greek yogurt and beyond" – Packaged Facts

\*\*\* Source: Datamonitor 2009

