



Chr. Hansen is launching a product range that is well-suited to tap into the opportunities offered by the increasing market for fermented plant based dairy alternatives.

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# Want to embark on a new adventure in plant based products?

**Bring the mild, fresh taste and smooth texture from yogurt into plant based alternatives. Chr. Hansen's new milk-free cultures do the trick!**

The market for fermented dairy alternatives has shown strong growth in recent years albeit from a small base. Today the segment constitutes less than 1% of the fermented foods market but it has seen the highest growth

rates within the category in 2015 and 2016 (source: Euromonitor).

In August, Chr. Hansen commissioned a consumer survey to better understand usage of and attitudes toward dairy alternative products. The survey uncovered that

- Dairy alternatives are seen as a supplement to the existing dairy-based products enabling more choice and dietary options
- The modern consumer values variation and more than half of the consumers asked have purchased a dairy alternative food or beverage
- among those, 77% want to see more options in the grocery store, indicating that dairy alternative products have a lot of room for growth

Now Chr. Hansen is launching a product range that is well-suited to tap into the opportunities this new market trend is offering: Two new YoFlex® (yogurt) cultures and two new nu-trish® (probiotic) cultures.

### **Healthy plant based alternatives with qualities of 'real' yogurt**

“As the market leader for starter cultures, we intensively study the new market needs and track up-and-coming trends that change the food and beverage industry. Now we are ready to launch a series of cultures for dairy alternatives that enable the producer to make healthy plant based products with the qualities we traditionally ascribe to dairy yogurt,” says Lasse Vigel Joergensen, Global Marketing Manager – Fresh Dairy.

“First and foremost our cultures bring the mild and fresh taste and smooth texture we know from yogurt into plant based alternatives. They produce safe and healthy products, and with a version of world’s best documented probiotic Bifidobacterium BB-12®, we can bring the goodness of probiotics to consumers who do not consume dairy yogurts on a daily basis.”

The relationship between the gut and one’s health and general well-being is increasingly being recognized. The gut, sometimes referred to as the second brain, is the single most important organ in keeping us healthy and delivers 70% of our immunity. BB-12® has been scientifically proven to support gastrointestinal health.

### **Taste is king**

While health is a key consumer purchase driver, the dairy alternatives products still has to taste good. Chr. Hansen is renowned for its ability to develop cultures that can bring out the best in food and ensure the taste that is required by selective consumers.

“A product can be as healthy as you could possibly imagine; but if it doesn’t taste good, it will never take off. The good taste and the opportunity to choose between appealing flavors are what will keep consumers coming back,” states Joergensen.

Two delicious dairy alternatives concepts have been developed to present the new culture portfolio to customers: SoyFresh, which leverages on all the good qualities from yogurt, without stabilizers, and CoCoFresh, a trendy indulgence product based on coconut milk with a high fat content.

### **Superior acidification speed**

Another important property of the new range is the speed at which the cultures can acidify the plant-derived base. “We have used our expertise in culture design and fermentation process and applied it to non-dairy bases. Unlike in milk where we deal with dairy protein and fat, composition and choice of ingredients for plant bases are endless. The new culture range brings in a pleasant taste and flavor and in some cases, the opportunity to increase acidification speed,” says Mirjana Curic-Bawden, Principal Scientist.

### **North American Dairy Alternative Market Insights (August 2017)**

This market study provides the latest consumer research on usage and attitudes toward dairy alternative yogurt-like products.

Key insights from the report:

- Nutrition and health are universal purchase motivators for dairy alternative products
- Labeling preferences differ by generation, but “probiotic” ranks highest across consumer bases
- Younger generations lead the trend toward dairy alternative products, but dairy alternative yogurt-like products have wide appeal across generations.

Chr. Hansen is committed to providing unique insights to our customers, thereby enabling them to make informed business decisions based on significant market intelligence and comprehensive analysis.

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*Chr. Hansen is a leading, global bioscience company that develops natural ingredient solutions for the food, nutritional, pharmaceutical and agricultural industries. We develop and produce cultures, enzymes, probiotics and natural colors for a rich variety of foods, confectionery, beverages, dietary supplements and even animal feed and plant protection. Our product innovation is based on more than 30,000 microbial strains – we like to refer to them as ‘good bacteria’. Our solutions enable food manufacturers to produce more with less – while also reducing the use of chemicals and other synthetic additives – which make our products highly relevant in today’s world. We have been delivering value to our partners – and, ultimately, end consumers worldwide – for over 140 years. We are proud that more than one billion people consume products containing our natural ingredients every day. Revenue in the 2016/17 financial year was EUR 1,063 million. Chr. Hansen was founded in 1874 and is listed on Nasdaq*

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