



FrieslandCampina 

Ingredients

Pure Whey Protein:  
Nutri Whey Native



**DMV**

# Natural products to open up markets for new consumers

Also reflected in Lifestyle Nutrition

## Friesland Campina's consumer research indicates:

### • Attract new consumers

Concepts with natural positioning create more opportunities to expand your current customer base and attract new consumers looking for food & beverage solutions that support their healthy lifestyle.

### • Brand loyalty

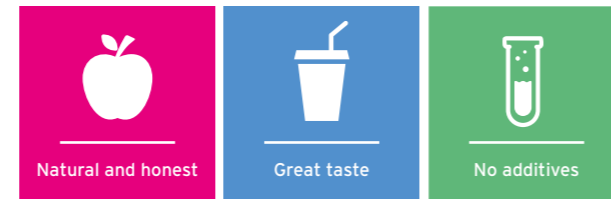
Performance nutrition consumers are brand & product loyal: after brand acceptance they will not switch, giving them more opportunities in your portfolio for brand acceptance.

### • Natural acceptance

The Native concept acceptance is high: natural, less processed, no chemicals and additives has their attention.

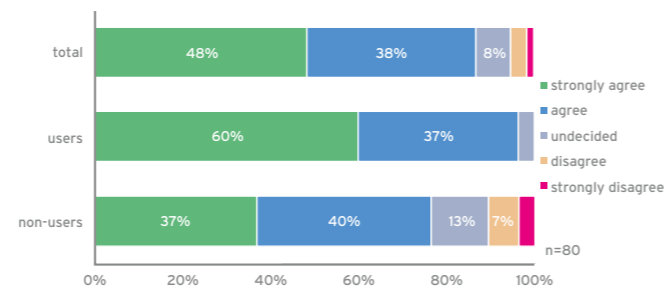


## How active millennials choose their natural products

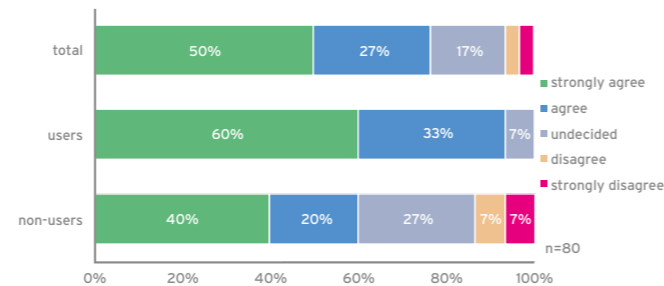


## Our Native concept: relevant & interesting

Active millennials interested in natural protein based sports nutrition



Consumers perceive the Nutri Whey Native concept as highly relevant

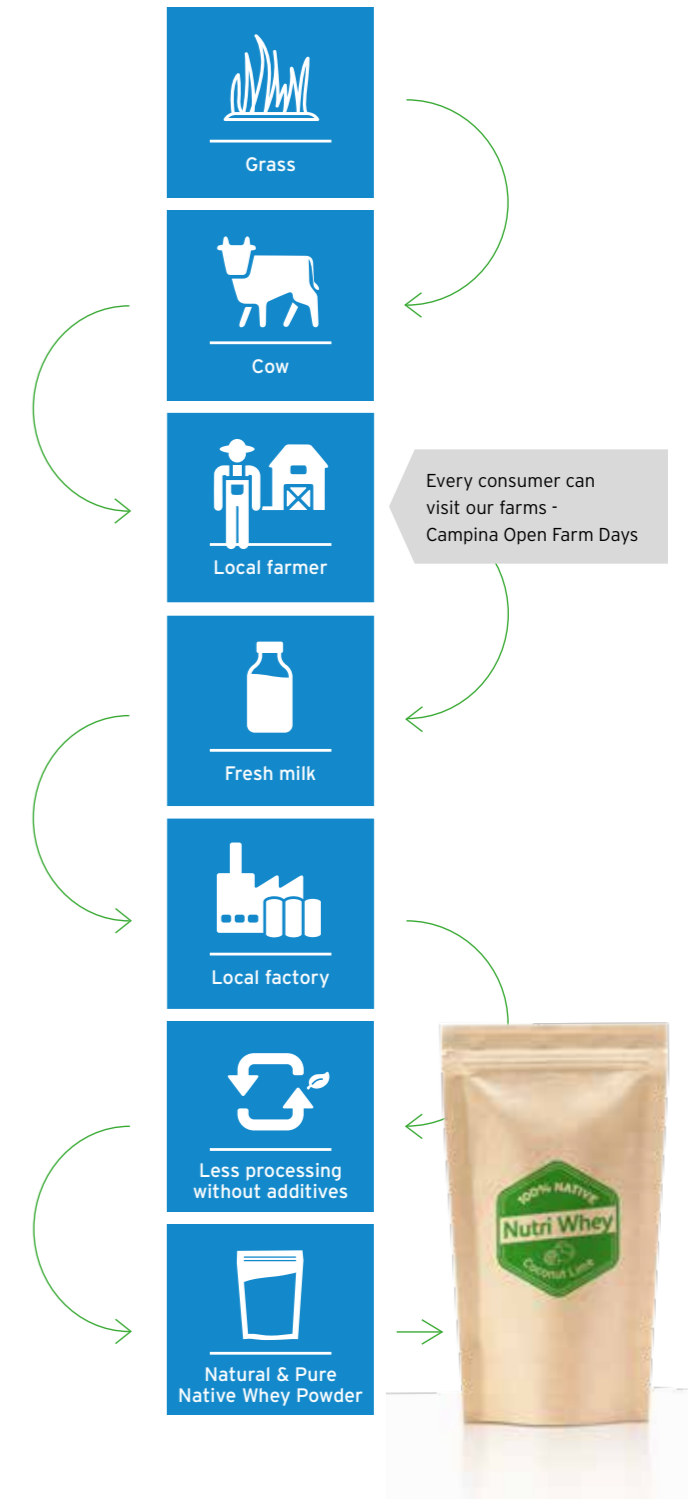


# Nutri Whey Native: truly natural & pure whey protein.

Backed by science



## Full chain transparency and honest product



### Extracted directly from fresh milk

- Pasture grazing incentivized milk
- Guaranteed native protein
- Less processed
- Purified through Ceramic Micro Filtration

### Scientifically tested

- Nutri Whey Native results in fast increase of plasma amino acid concentration (figure 1)<sup>3</sup>
- Native whey is proven to result in a higher leucine concentration when compared to other whey proteins (figure 2)<sup>4</sup>

### Designed for smooth processing

- Consistent quality due to controlled whey source
- Optimal flow- and instant properties
- Neutral base creating new flavor opportunities

### Fast increase of plasma amino acid concentration

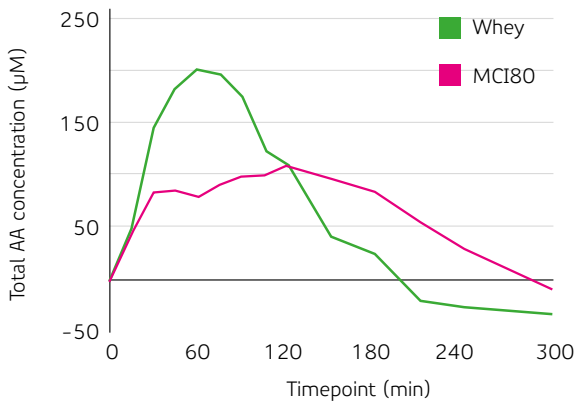


Figure 1

### Higher increase of plasma leucine concentration compared to other whey proteins

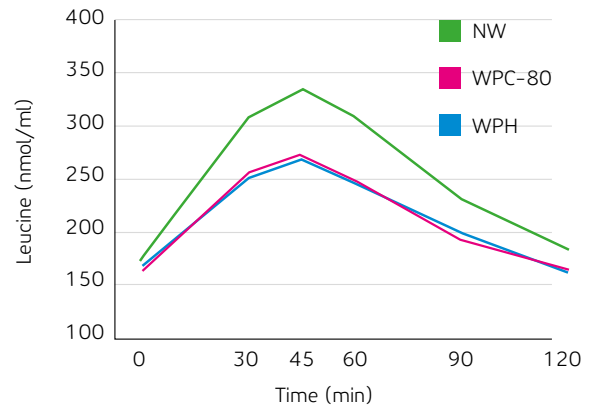


Figure 2

### References

1. Concept evaluation & consumer community research for Nutri Whey Native, Friesland Campina March 2018
2. Nutrition Insights: Performance Nutrition, Mintel, May 2017
3. Boirie, Y. et al. Slow and fast dietary proteins differently modulate postprandial protein accretion. Proc. Natl. Acad. Sci. 94, 14930-14935 (1997).
4. Hamarsland, H. et al. Native whey induces higher and faster leucinemia than other whey protein supplements and milk: a randomized controlled trial. BMC Nutr. 3, 10 (2017).



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