

Epi Ingredients driving innovation with SoFlexi, new highly versatile yogurt-based finished product concept

Epi Ingredients – the dry ingredients division of dairy cooperative Laita and one of the world’s dairy ingredients experts – is proud to introduce SoFlexi, the first concept of a series poised to grow in the coming years. Designed to showcase the company’s application expertise and dairy ingredients know-how as well as to promote the use of EPILAC Lowfat Yogurt Powder 48 in new product developments, SoFlexi was created with the end-consumer in mind. *“SoFlexi is a powdered mix that allows consumers to create fresh yogurt-tasting snacks at their convenience. Whether they are in the mood for a drinking yogurt, some ice cream or an acid drink, they can indulge almost instantly thanks to SoFlexi!”*, reveals Mathieu Lucot, marketing manager at Epi Ingredients. *“But the goal for Epi Ingredients is not to sell the concept. Our objective with SoFlexi it is to drive innovation and help our customers visualize what they can do with our ingredients, all the way from the bulk ingredient to actual CPG marketing”*, he explains.

SoFlexi is the first concept of the range SoUnik, designed to showcase the unique characteristics of Epi Ingredients’ product offering. Other concepts will soon be added to this range to get manufacturers excited about new healthy indulgence developments featuring the company’s ingredients and that will satisfy consumers’ cravings for both taste and well-being!

More about SoFlexi!

SoFlexi comes in individual pouches containing 40g (≈ 1.41oz) of a powdered mix made of only 5 ingredients and including EPILAC Lowfat Yogurt Powder 48. To cater to consumers who are always pressed for time and looking for convenient, “on-the-go” snack options, SoFlexi has been developed to allow quick and easy transformation into one of three products:

- Blend it with ice cubes and milk to get an instant milk shake
- Simply mix it with water for a delicious and convenient drinking yogurt
- Add your favorite fruit juice and you’ve created a tasty acid drink

Regardless of the chosen application, EPILAC Lowfat Yogurt Powder 48 brings natural acidity and a pleasant yogurt flavor as well as a smooth creamy texture to the end product.

What about EPILAC powders?

EPILAC ingredients are a range of premium fermented powders – yogurt powder, quark powder and fermented milk powder – with differentiating features such as, among others, the presence of live cultures in some of them. For example, EPILAC Lowfat Yogurt Powder 48 offers the possibility of calling the end-product ‘yogurt’, in compliance with French regulations. With a strong yet pleasant dairy flavor and some natural acidity, these all-natural powders are a true asset in developing innovative yet indulgent food and beverages, which is what the company set out to illustrate with this new finished product concept, SoFlexi. Easy to implement, they can be incorporated into a wide variety of food matrixes such as ice cream, frozen yogurt as well as fillings and icings for bakery products, segment in which the ‘yogurt-like’ taste is very trendy. Beyond these exclusive functional and sensory attributes, EPILAC fermented powders could also impart health benefits as they contain the same live bacteria (*Streptococcus thermophilus* and *Lactobacillus bulgaricus*) as the ones found in yogurt. These are known to help balance the gut flora as well as strengthen the immune system, which makes EPILAC powders an interesting option to formulate nutrition-oriented products.



PRESS RELEASE – July 31st, 2017

For immediate release

To learn more about the company's new concept, SoFlexi, or to discuss how EPILAC Lowfat Yogurt Powder 48 could drive the success of your next product development, visit www.epi-ingredients.com or contact Mathieu Lucot: mlucot@laita.fr.

Follow us on Twitter @Epi_Ingredients to stay on top of our latest news!

###

ABOUT EPI INGREDIENTS

Subsidiary of the French company Laita, 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. Beside 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 Laita 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/>

A  company

Press Contact:

Press'pective • Harmony Villemin: +1 567 825 6512 - h.villemin@presspective-by-harmony.com

2/2