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Trends: Functionality and flavor are two trends in food that are here to stay. These consumer demands definitely pertain to the dairy industry as well – and dairies are delivering!

As Justin Wooverton, founder of Halo Top ice cream recently observed, “...more people want to eat like me; limit sugar and increase protein, but not be afraid of fat.”¹

Having become a huge success in the USA, this protein enriched ice cream is having a significant impact in the UK and European markets with its rich, full flavors. Other dairy markets seeing a surge are favored milks from chocolate milk for school children to coffee-flavored drinks for adults.

Flavors are being freshened in the dairy spreads offerings as well as in yogurts (i.e like the new YoBaby Purple Carrot and Sweet Potato flavors)! Offering options for delivering digestible protein throughout the human life cycle, dairy products help ensure strong bones, good teeth, strong muscle mass and heightened mental alertness. Dairying indeed is preparing for a healthy, strong future!

Tips: The LactiWhey composition analyzer tests the quality of products like whey which is intrinsic to profitability

As dairy ingredients are also key in the formulation of an increasing variety of products, testing the quality of products like whey is intrinsic to profitability. The LactiWhey composition analyzer features 3 separate channels which can test sweet whey, acid whey and reconstituted whey permeates. The instrument can also be customized to accommodate other products such as raw milk and skim milk. See the link:

<http://www.pagepedersen.com/products/milk-analyzers/lactiwhey-lacti-check-whey-analyzer>

For more information or call to speak with one of our applications consultants to configure the instrument which will best meet your requirements.

1. Mellentin, Julian, "The feel-good protein factor!", Dairy Industries, Magazine, March 2019 pg 16 or email the author at suzanne@bellpublishing.com