



‘For irresistible creamy
clean label textures.’

Etenia™

The multifunctional **texturizing** and **gelling solution** for **smooth** dairy based products. Etenia™ serves as a **clean label substitute** for **milk fat**, **protein** or **hydrocolloids** whilst retaining **flavor** and **creaminess**.



Etenia™ provides:

- Full mouthfeel
- Creaminess
- Improved spoonability
- Retention of taste
- Stability
- Whiteness
- Spreadability
- Neutral taste & odour
- Wide texture range
- For clean label products

In dairy based products.

Making a world of difference together.

The consumer demand for dairy products with a clean label claim is rising.

31% 

Spoonable dairy yoghurt

15% 

Dairy based ice cream & frozen yoghurt

27% 

Fresh & cream cheese

20% 

Soft cheese desserts

Source: Innova Database

Clean label claims as a percentage (%) of total launches within each dairy subcategory (2020).

In the dairy market, Europe is leading.

Asia is showing the biggest growth between 2016-2020.



European value share

34%



Asian market growth

3,9% CAGR



Global product launches

1,9% CAGR

Source: Euromonitor / Innova

Benefits of potato in dairy products

- ✓ Sustainable
- ✓ Allergen free
- ✓ Non GMO
- ✓ Neutral taste & odour
- ✓ Excellent texturizing properties



Avebe's products are backed by skilled technical staff who are happy to assist you.



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Innovation by nature
since 1919

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