



‘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
 - Texture range: spoonable to spreadable
 - Neutral color & taste
 - Creamy taste
 - Free from allergen labelling
 - Stability
 - Whiteness
 - Clean label
 - Plant-based
 - Excellent solubility
 - Easy to process
- 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
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