

Pure taste,  
perfect texture  
with **ETENIA®**





# EU leads global spoonable dairy segment | 2025 - 2030

*Creamy texture, a top driver for product liking*

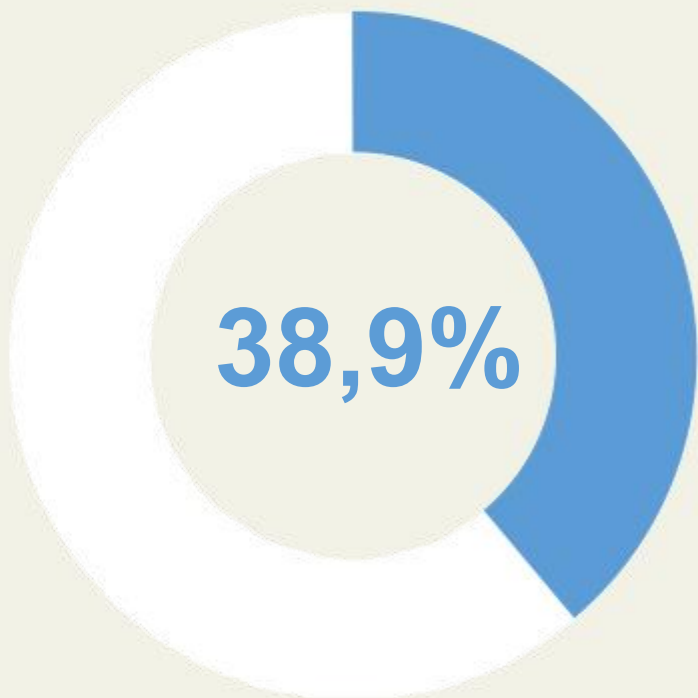


18.705 Ktonnes

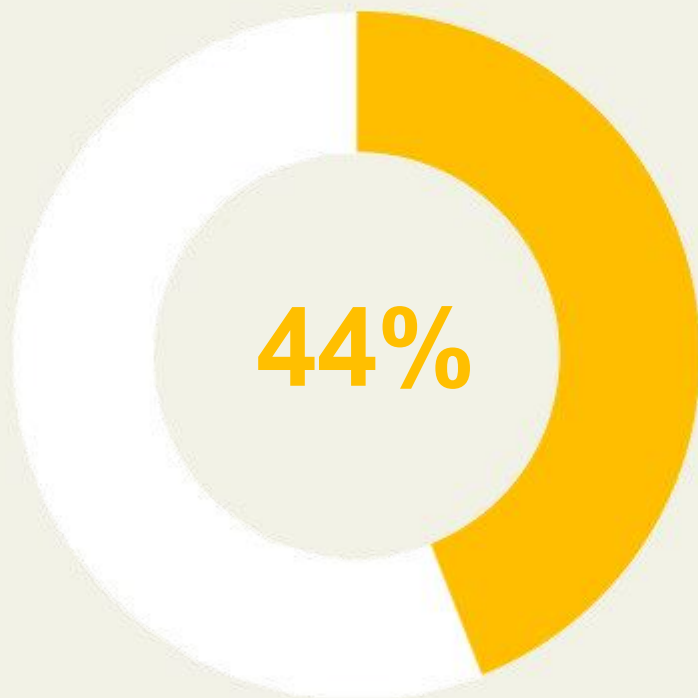
CAGR '30, ↑ +2,0%



7.100 NPL\* 2024



Volume development



New product launches



**Research  
insight confirms**

**"Smooth & creamy" is a  
consumer proven driver  
of product liking.**

Source: Sensory drivers of liking, emotions, conceptual and sustainability concepts in plant-based and dairy yoghurts – ScienceDirect

Yoghurt and Sour Milk Products Volume, Chilled and Shelf Stable Desserts, Fromage Frais and Quark  
Kton and global share | Source: Euromonitor  
NPL\*: New Product Launches in 2024 in dairy (excl milk & cheese) global share

By 2030, the **MEA** region is expected to record the highest growth rate  
*Creamy texture, a top driver for product liking*

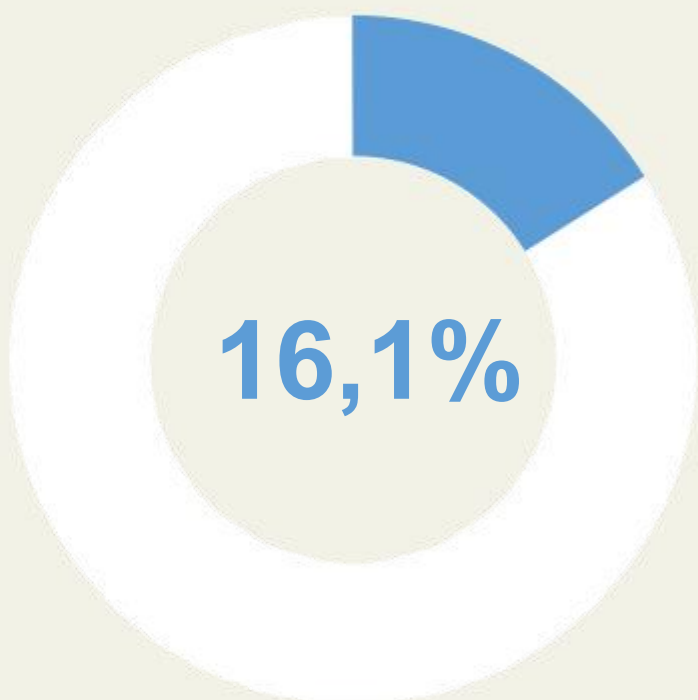


7.759 Ktonnes

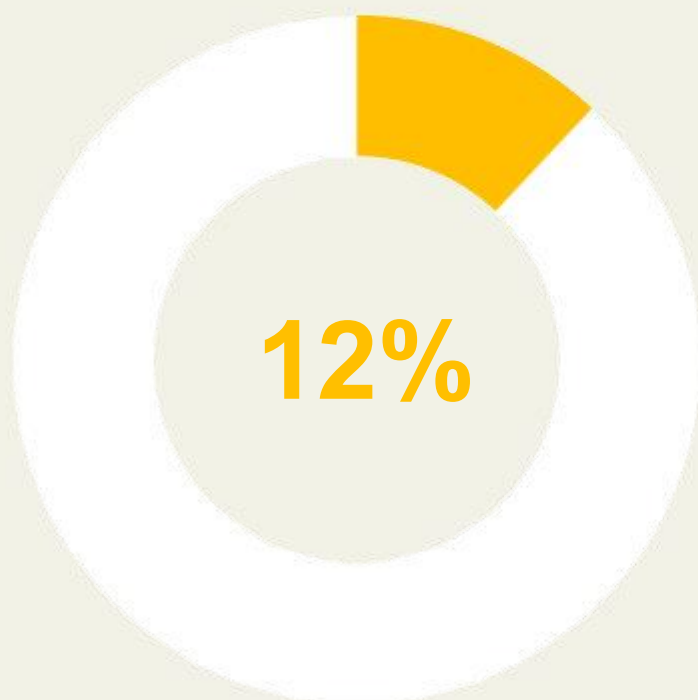
CAGR '30, ↑ +6,0%



1.880 NPL\* 2024



Volume development



New product launches



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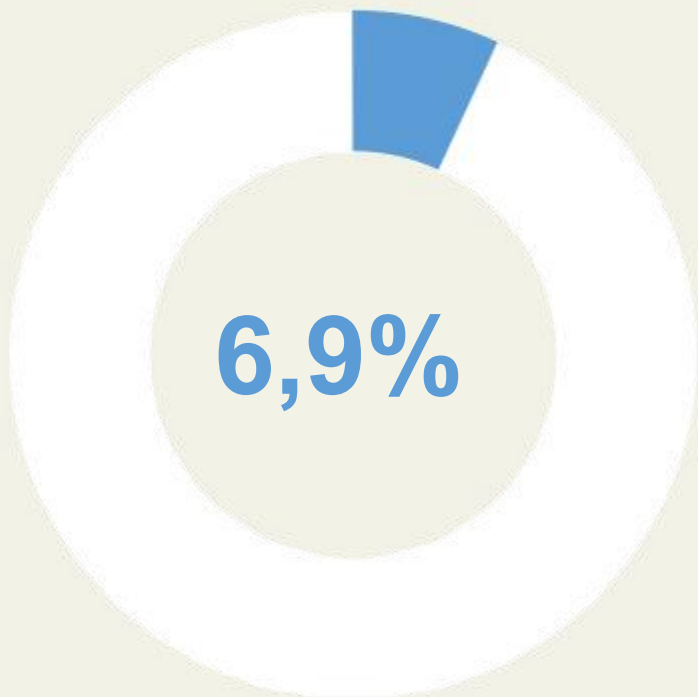
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Yoghurt and Sour Milk Products Volume, Chilled and Shelf Stable Desserts, Fromage Frais and Quark  
Kton and global share | Source: Euromonitor  
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**NAM** region showed steady growth through 2023  
*Creamy texture, a top driver for product liking*



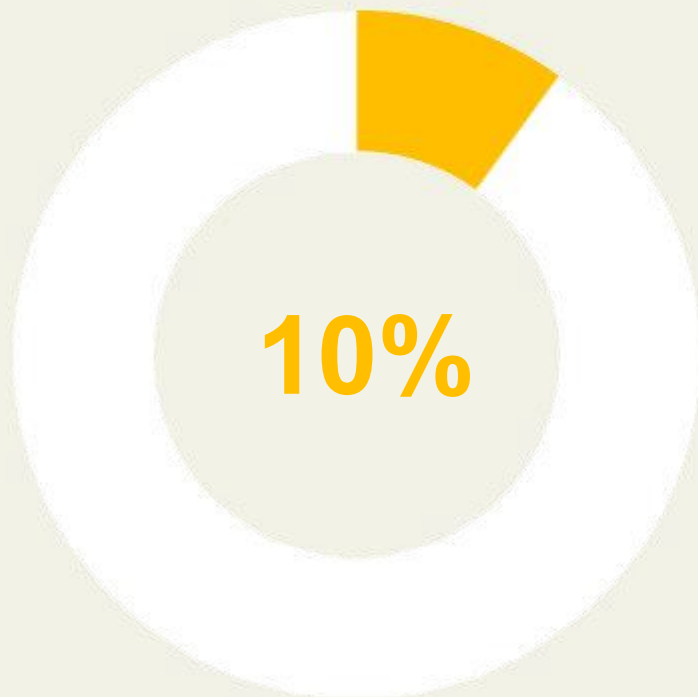
3.307 Ktonnes  
CAGR '30, ↑ +2,0%



Volume development



1.571 NPL\* 2024



New product launches



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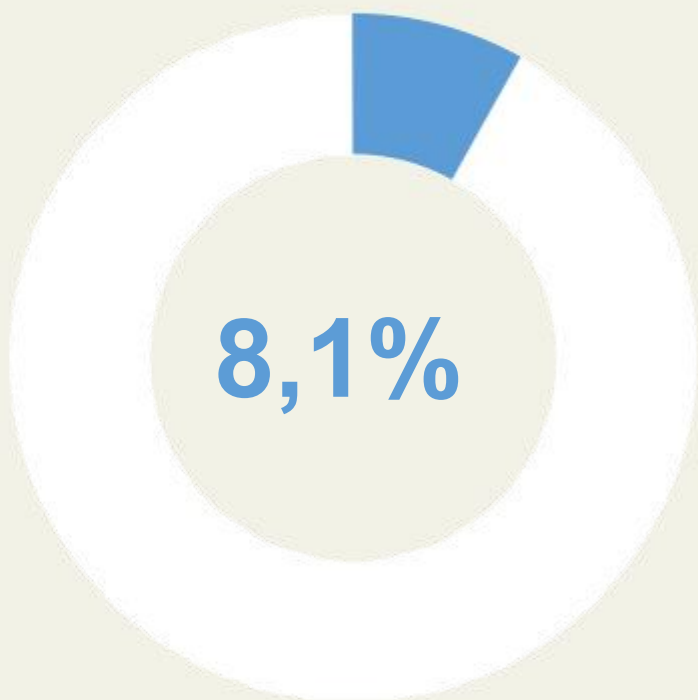
Latin America region showed steady growth through 2023

*Creamy texture, a top driver for product liking*



3.881 Ktonnes

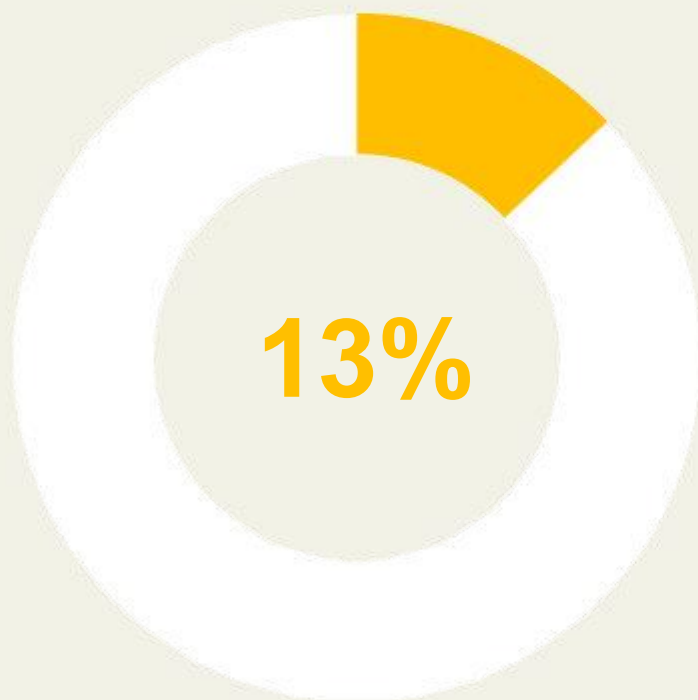
CAGR '30, ↑ +2,1%



Volume development



2.088 NPL\* 2024



New product launches



Research  
insight confirms

**"Smooth & creamy" is a  
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Source: Sensory drivers of liking, emotions, conceptual and sustainability concepts in  
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Kton and global share | Source: Euromonitor  
NPL\*: New Product Launches in 2024 in dairy (excl milk & cheese) global share



**Asia** holds substantial market share in spoonable dairy, remains #2 globally  
*Creamy texture, a top driver for product liking*

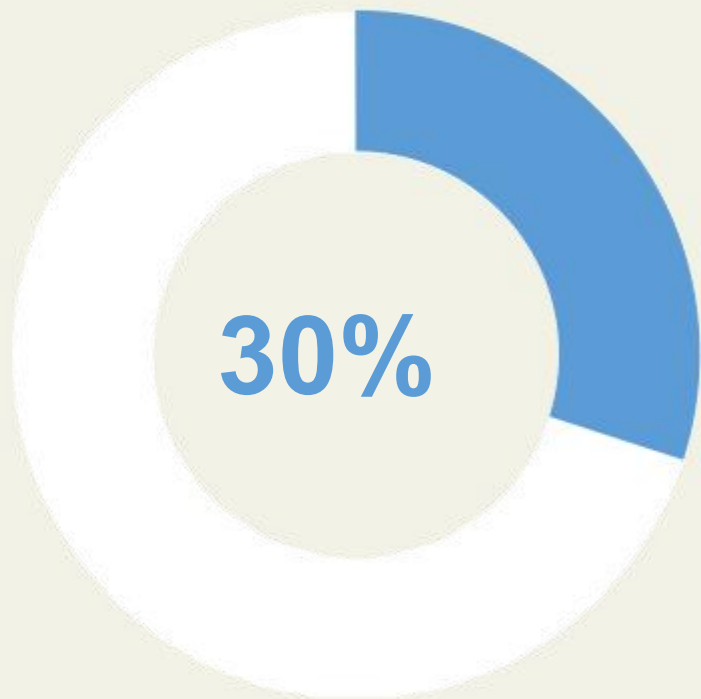


14.455 Ktonnes

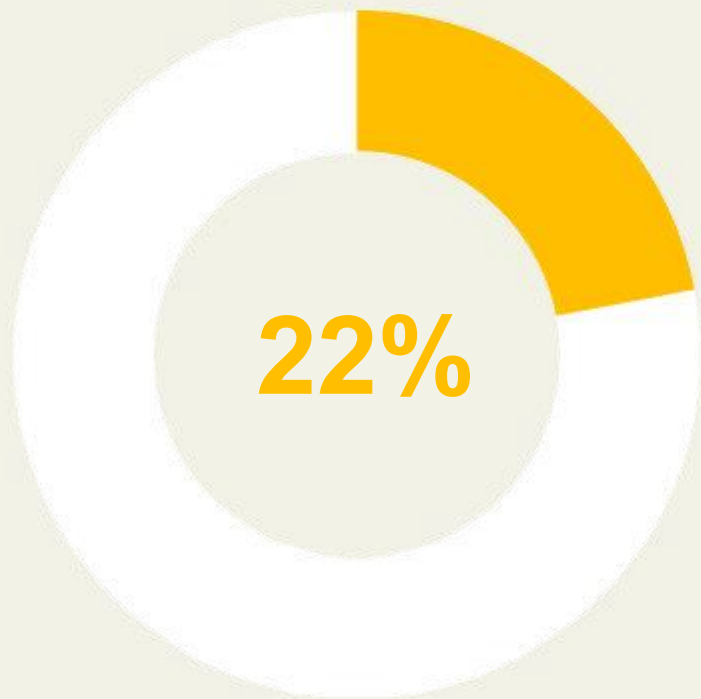
CAGR '30, ↑ +0,5%



3.473 NPL\* 2024



Volume development



New product launches



**Research  
insight confirms**

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Source: Sensory drivers of liking, emotions, conceptual and sustainability concepts in plant-based and dairy yoghurts – ScienceDirect

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# The global consumer demand for clean label dairy products is clear



**22%**

Spoonable  
dairy yoghurt



**16%**

Dairy based ice  
cream & frozen yoghurt



**23%**

Fresh & cream  
cheese



**18%**

Soft cheese  
desserts



# Mastering Texture

## *What consumers really want*



Consumers seek indulgent and satisfying dairy textures, focusing on **full mouthfeel and creaminess**.



Manufacturers must meet evolving demands, while ensuring **product quality and managing costs**.



Sustainability is a strong trend in dairy, **reducing emissions, water and land use**.



# Mastering Dairy Texture

## *A framework for manufacturers*



# Avebe meets the challenge with ETENIA®

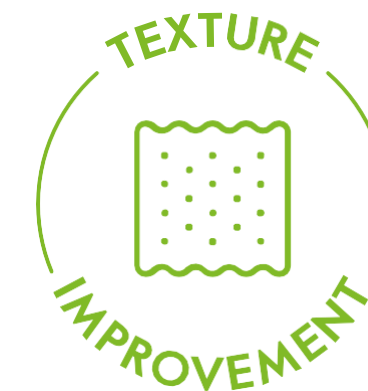
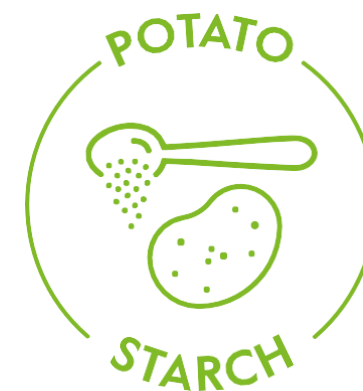
*Multi-functional, easy dispersable clean label potato starch*



ETENIA® is a **unique potato based** multifunctional food texturizer, easy dispersable hydrocolloid alternative, that replaces milk protein or milk fat, **creating the desired creamy texture and smooth mouthfeel** in any kind of dairy application. Neutral taste & colour, label-friendly (*clean label & free-from allergen labeling*) and cost-efficient (*lower dosage than most competing products and easy to process*).



Solution for **texturizing & gelling**.

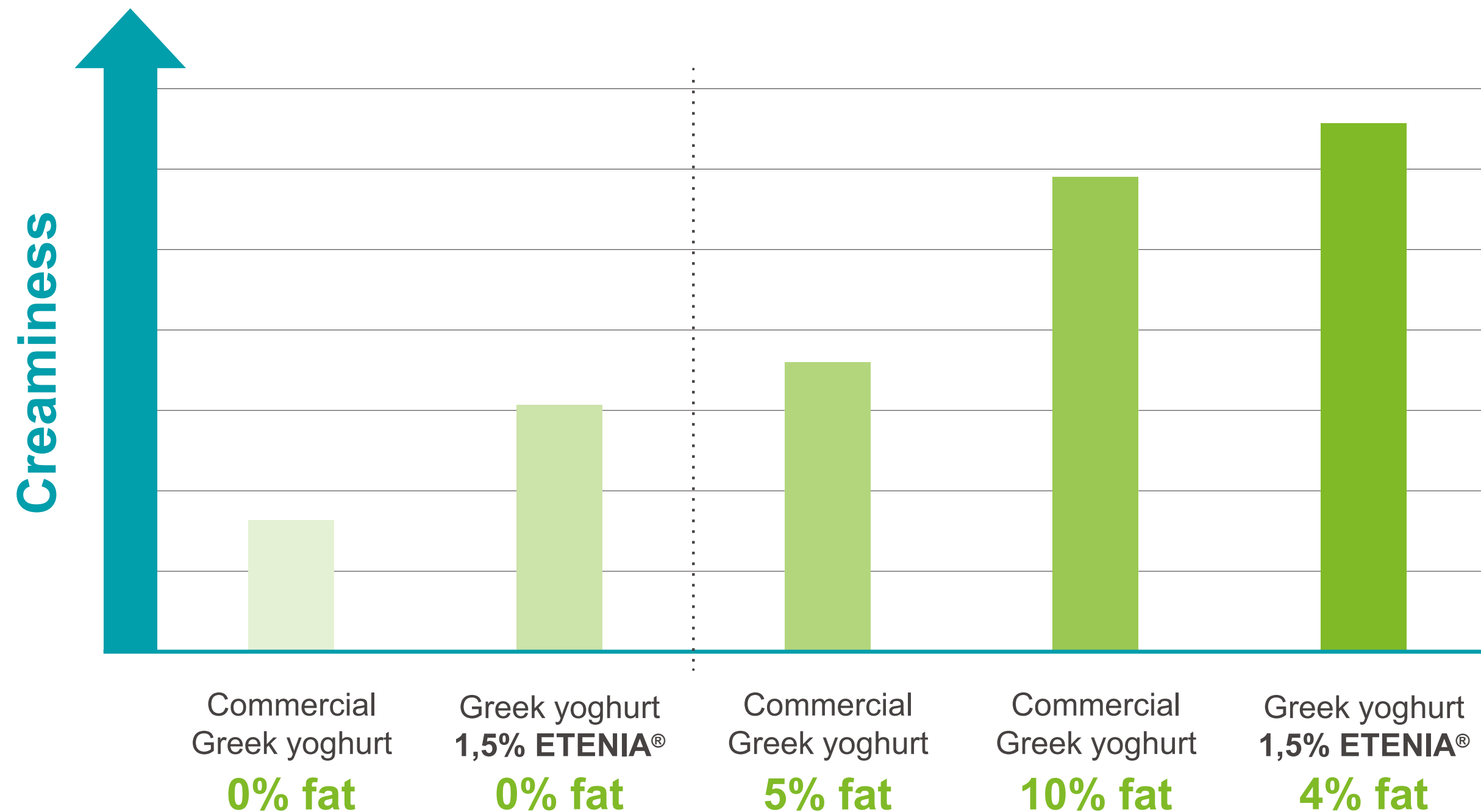




# How ETENIA® Enhances Creaminess



## Enhancing Low-fat Greek Yoghurt Beyond the Original



The right balance  
between

Thickness + Smoothness

=

Creaminess

**ETENIA®** enhances creaminess: creating a rich and indulgent experience without relying on high fat content.

# How ETENIA® Enhances Melt-in-Mouth



1 Bolus formation



2 Moving the bolus

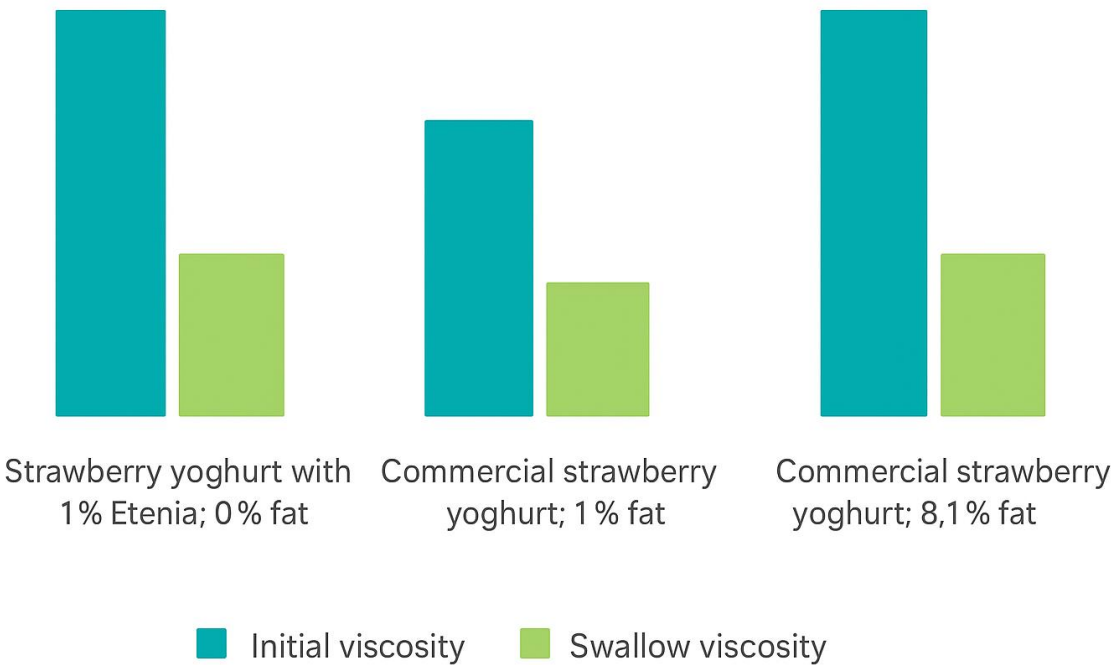


3 Bolus arrives in the esophagus



ETENIA® has unique properties which contribute to a **longer smooth, creamy experience** mimicking the indulgence of full-fat dairy.

## Smother texture: effect on viscosity reduction



Initial viscosity



Swallow viscosity





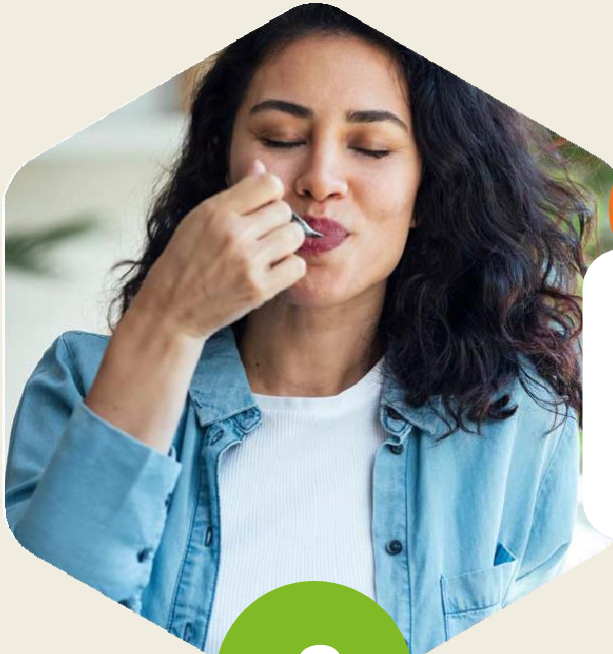
# ETENIA®: Crafting Yoghurt Moments



1

## Appearance

Great whiteness  
No Syneresis



2

## Experiencing Texture

Creamy mouthfeel

Eating experience: the perception of texture



2

## The first scoop

The right firmness  
and scoop



4

## Up to the last scoop

Indulgence, creamy  
smoothness



# ETENIA<sup>®</sup>: Universal texturizer for a wide variety dairy applications

*Adaptable to process and desired texture*



**Drinkable**



**Drinking  
yoghurt**



**Spoonable**



**Yoghurt  
Set or Stirred**



**Greek-style**



**Desserts  
pudding**



**Spreadable**

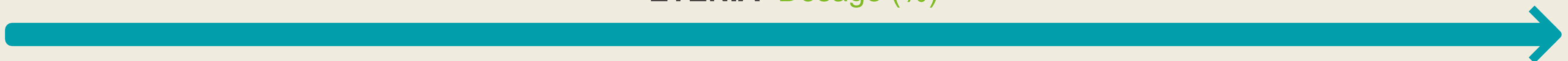


**Cream/ Fresh  
cheese**  
(no whey separation)  
*On a yoghurt line*



**Spreads**  
(from whey)

ETENIA<sup>®</sup> Dosage (%)





# ETENIA®: Provides Cost Efficiency



While provenly maintaining texture and improving sensorial qualities, like creaminess, mouthfeel, including stability of the end-product.



With **ETENIA®** costs are saved.

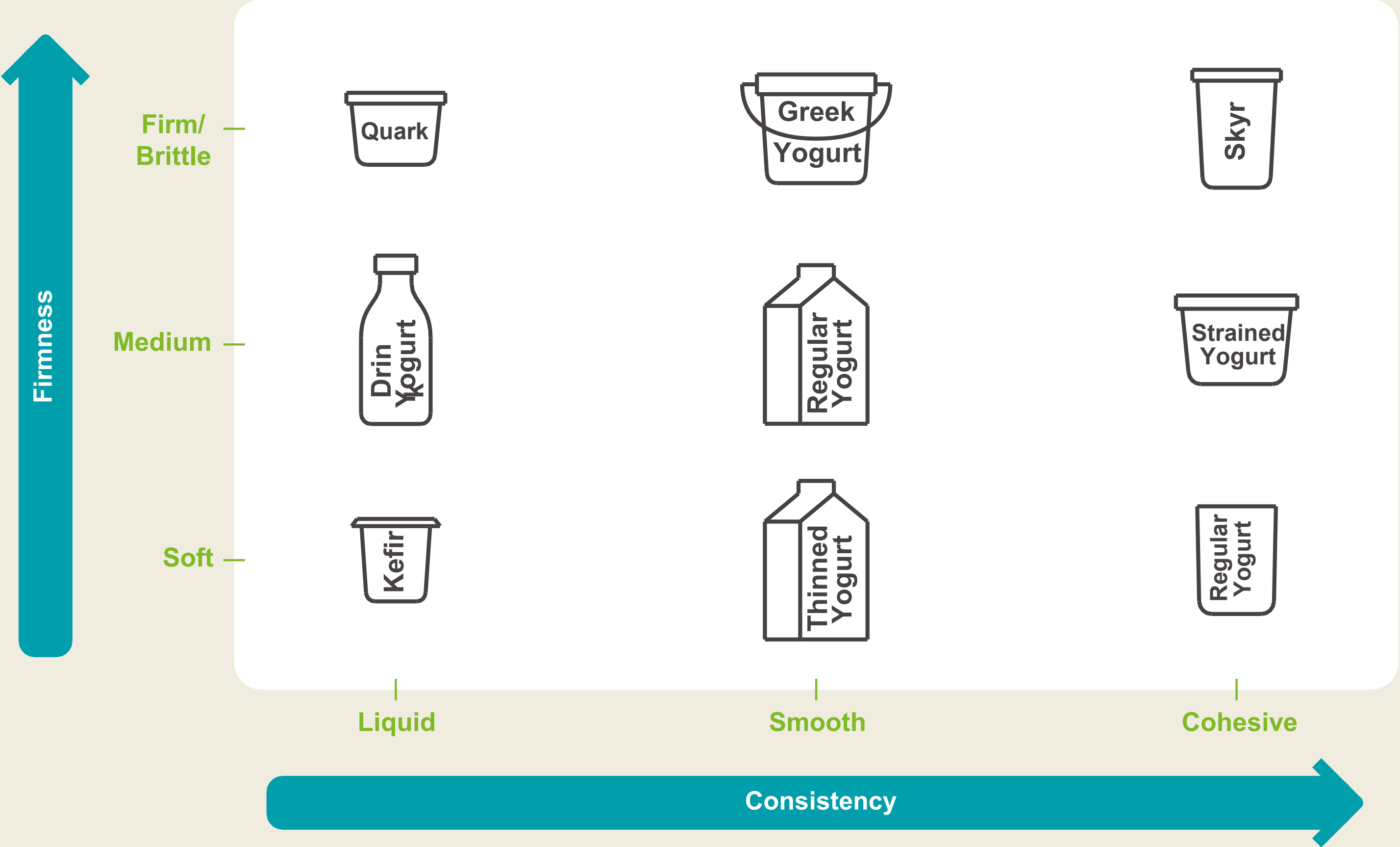
1% **ETENIA®** replaced 3% milk fat

1% **ETENIA®** replaced 1% milk protein

1% **ETENIA®** replaced 0,5% gelatin



# ETENIA®: Your Ultimate Texture Toolkit



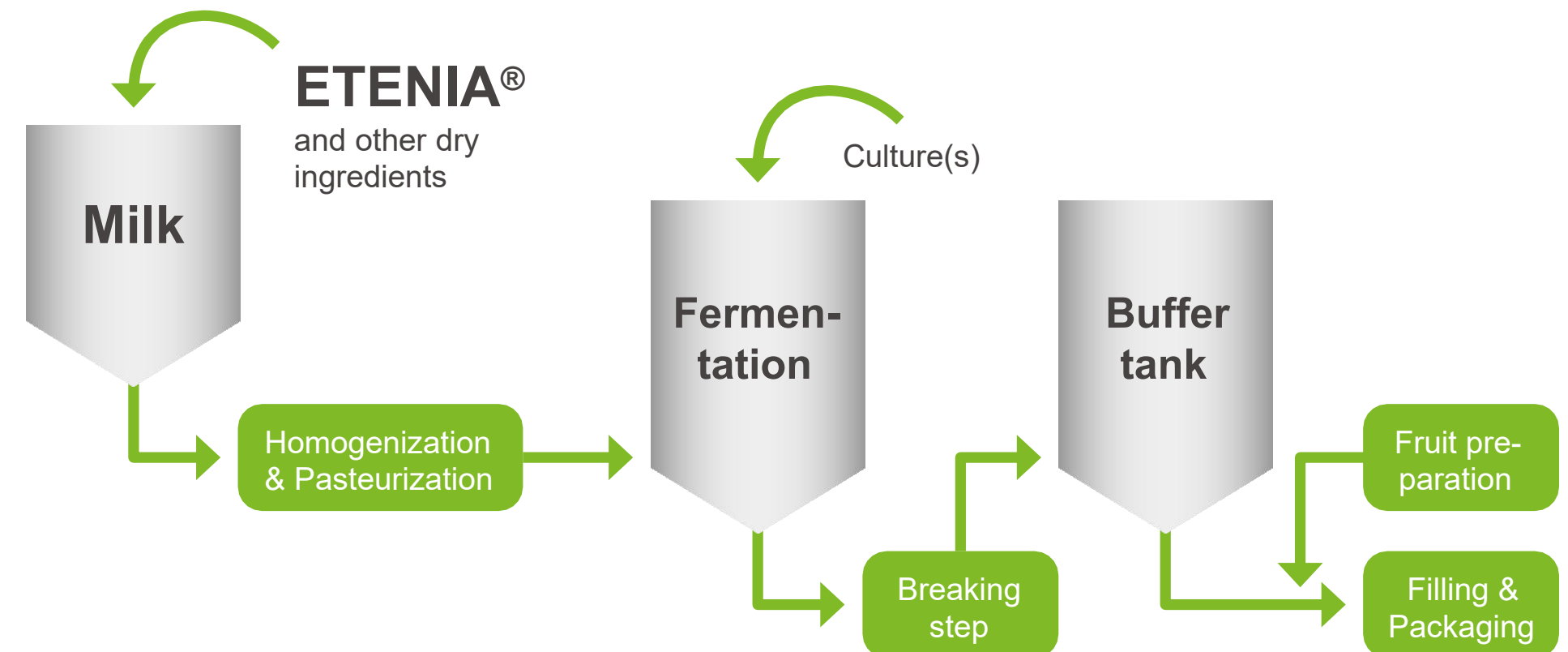
**ETENIA®** allows you to control and optimize various texture attributes. Adapting dosage, ease of preparation and fits in all processes, enabling a **wide range of dairy applications.**



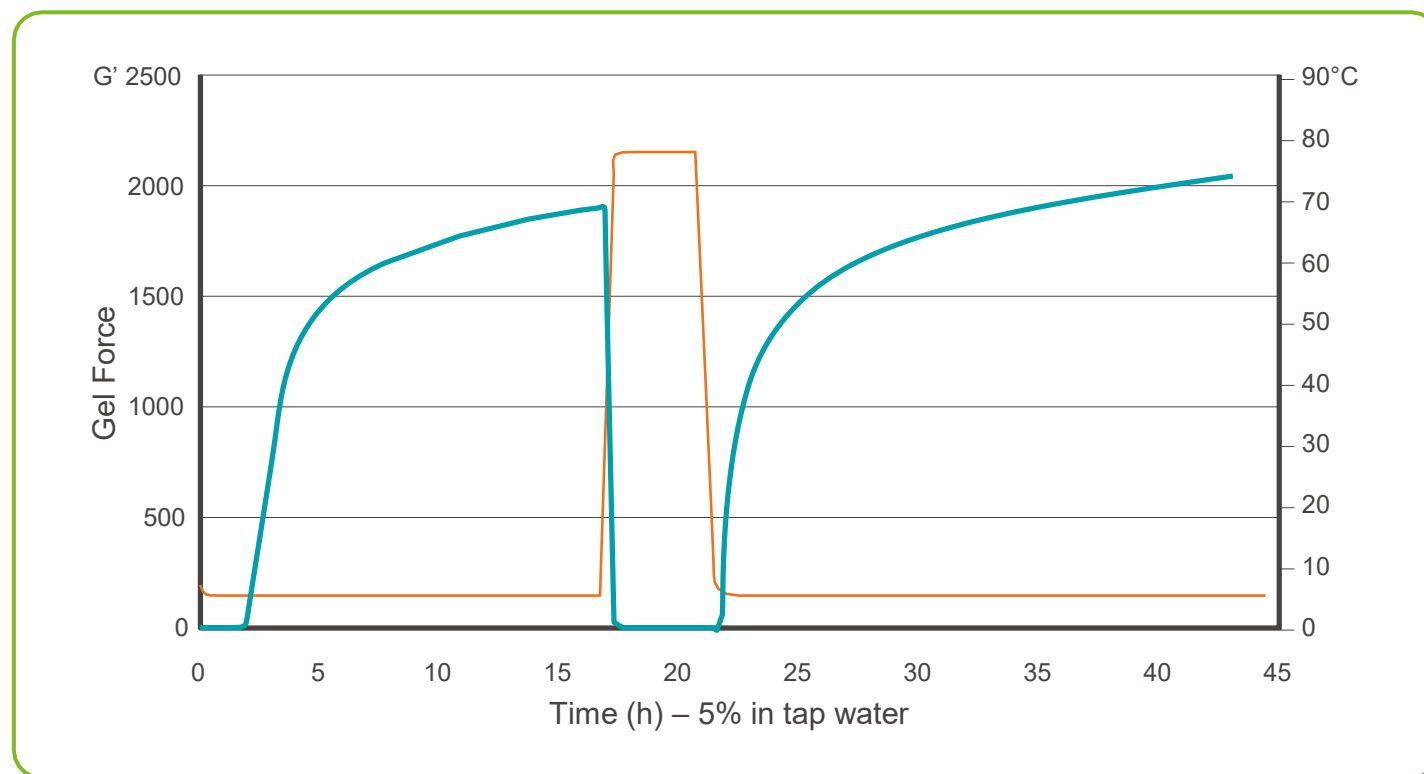
# ETENIA®: Ease of preparation fits in all processes



**ETENIA® is highly process tolerant with shear, heat, pressure and pH stability**



**The yoghurt process**

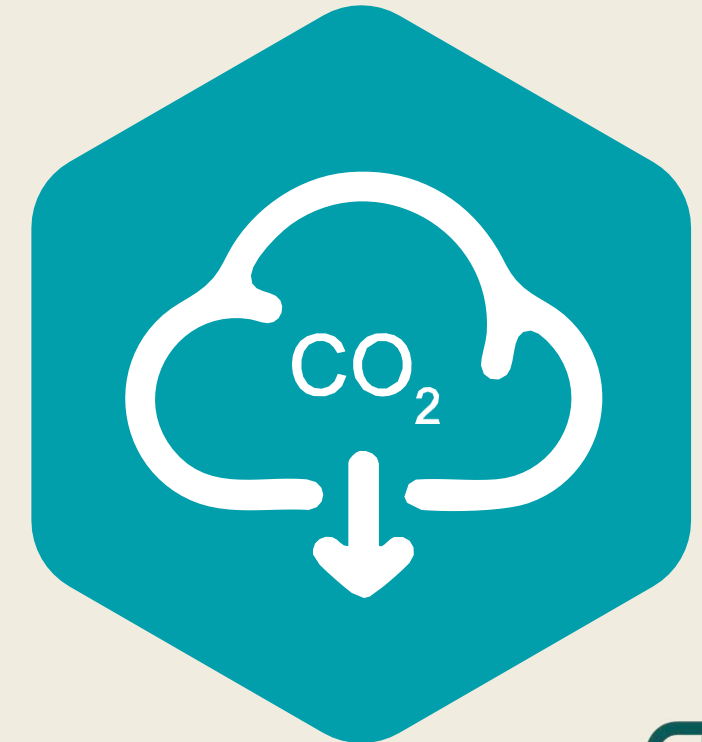
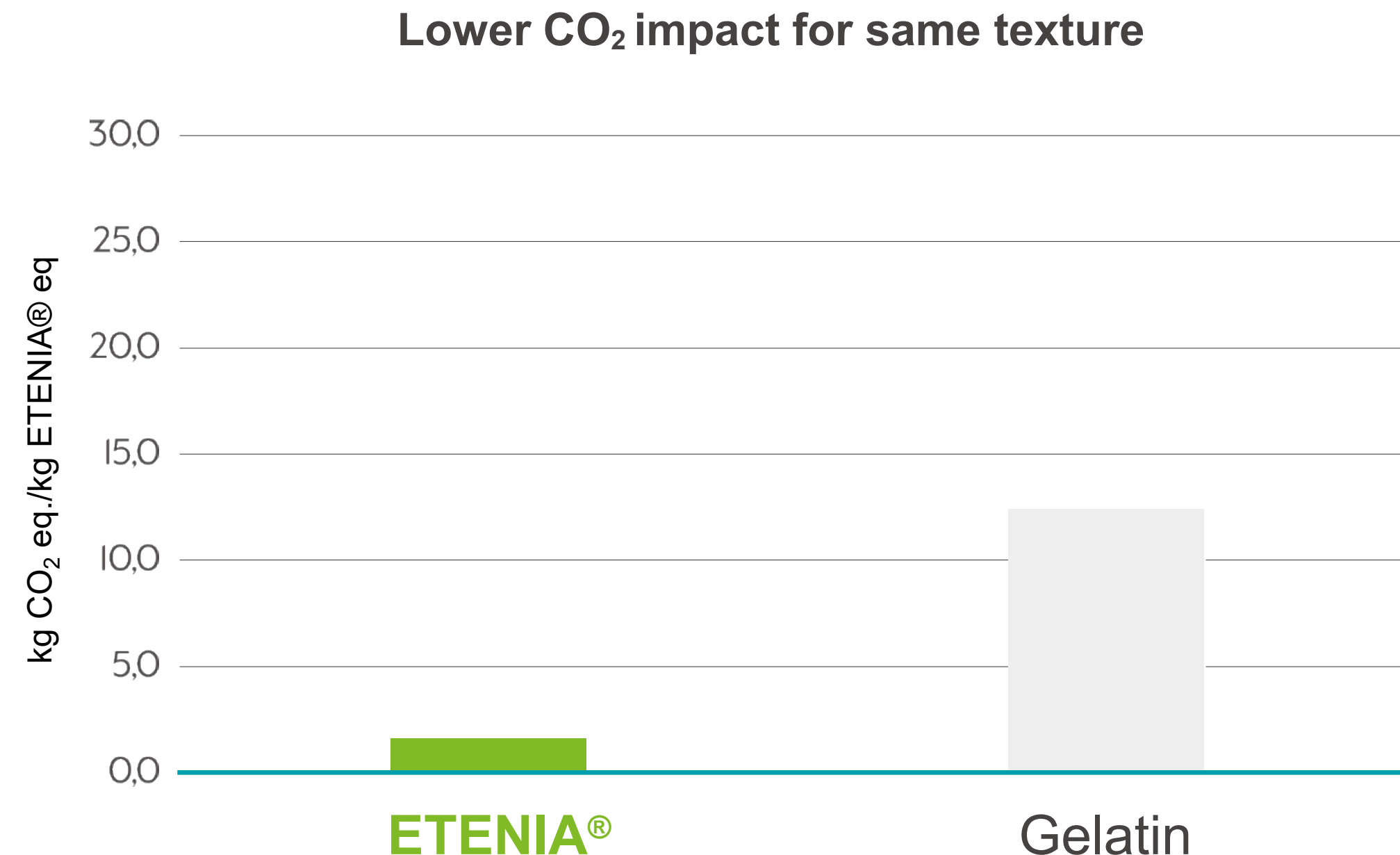


**Thermo-reversible at low usage level**

# ETENIA®: can help reducing carbon footprint by replacing



ETENIA® is significant more sustainable compared to gelatin



## Case Studies

### *The ETENIA<sup>®</sup> Advantage*

1. **Cost effective dairy:** Reduce fat while maintaining great taste and creaminess
2. **Cost effective dairy:** Lower your formulation costs with milk protein replacement
3. **Easy processing** with versatile and multi-functional ETENIA<sup>®</sup>
4. **Reduce environmental footprint** with ETENIA<sup>®</sup> : the power of potatoes





# Case study 1



Cost effective dairy:  
**Reduce fat while maintaining great taste and creaminess**

**Solution** Milk fat replacement with ETENIA®

**Application** Fruit yoghurt or Greek style yoghurt

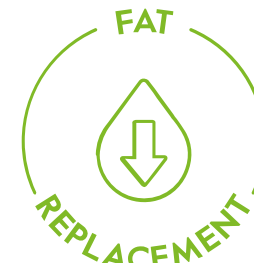
**Functional Benefit**



COST-IN-USE



SPOONABILITY



REPLACEMENT



CREAMINESS



CLEAN LABEL

**ETENIA®**  
by Avebe

## Challenge

Consumers are increasingly seeking "better-for-you" food options that **reduce fat** content without sacrificing **taste or texture**. Dairy producers need a **cost-effective solution** that can replace **expensive milk fat** while delivering the **full, creamy mouthfeel** and **smooth texture** that consumers expect.

## Our Solution

**ETENIA®** was identified as the ideal clean-label potato starch for this challenge. It provides a unique, multi-functional solution that offers a **1:3 replacement for milk fat**, allowing producers to create indulgent, low-fat or non-fat yogurts that appeal to health-conscious consumers.

- **Maintain true indulgence:** Achieve a rich, creamy mouthfeel and a smooth, shiny texture, ensuring a guilt-free sensory experience.
- **Reduce costs:** Gain a major cost advantage by replacing expensive milk fat with a more economical, high-performing ingredient.

# Case study 1



Cost effective dairy:  
**Reduce fat while maintaining great taste and creaminess**

## Results & Benefits

The implementation of ETENIA® delivered significant, measurable benefits, proving it is a powerful solution for healthier indulgence.

- ✓ **Superior creaminess & mouthfeel:** The final product maintains a creamy, rich mouthfeel and a "melt in mouth" sensation, with a smooth, shiny texture.
- ✓ **Improved Stability:** The solution prevents syneresis and ensures good consistency during shelf life, even with harsh processing conditions.
- ✓ **High-Performing Replacement:** Achieved a **1% ETENIA® replace 3% milk fat** ratio, delivering a substantial reduction in raw material costs while maintaining a premium product quality.

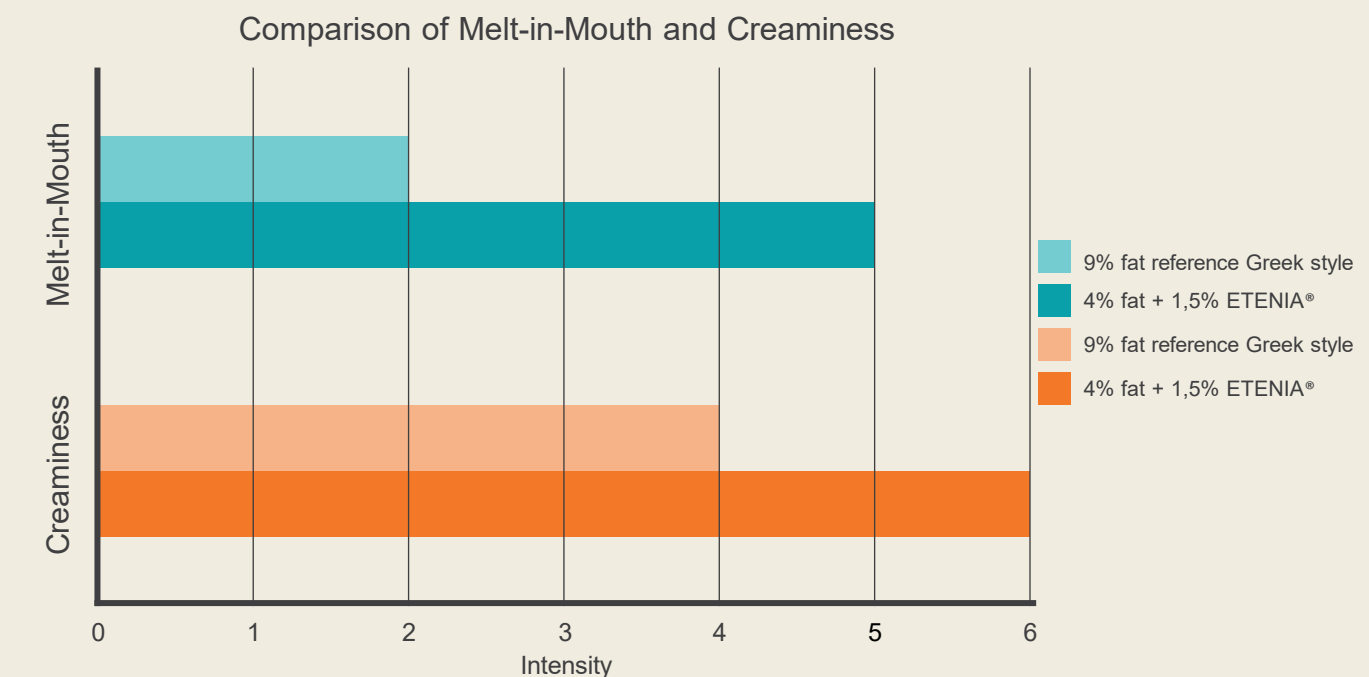
**Solution** Milk fat replacement with ETENIA®

**Application** Fruit yoghurt or Greek style yoghurt

**Functional Benefit**



**ETENIA®**  
by Avebe





# Case study 2



Cost-effective dairy:  
**Lower your  
formulation costs  
with milk protein  
replacement**

**Solution** Full whey binding with ETENIA®

**Application** Spreadable cheese

**Functional  
Benefit**



**ETENIA®**  
by Avebe

## Challenge

Manufacturers seeking to add variety to their product lines are exploring ways to produce **fresh cheese via a yogurt process**, which also helps to **reduce high milk protein costs**. In doing so, they face key challenges like **maintaining a creamy, smooth texture**, ensuring a **stable structure to prevent syneresis**, and achieving a **natural, fresh taste**.

## Our Solution

ETENIA® is the ideal clean-label potato starch to address this challenge. It provides a single, simple solution that offers a **1:1 replacement for milk protein**, allowing producers:

- **Reduce Costs:** Achieve significant **cost savings** by replacing expensive protein without compromising on quality.
- **Maintain Quality:** Deliver a **tasty, smooth, spreadable, creamy texture** with a functionality that binds all the whey, **preventing syneresis** and ensuring a **stable**, high-quality final product.



# Case study 2



Cost-effective dairy:  
Lower your  
formulation costs  
with milk protein  
replacement

## Results & Benefits

The implementation of ETENIA® as a protein replacement delivered a number of significant benefits, transforming both the product and the production process.

- ✓ **100% Yield:** The solution successfully binds all the whey, allowing for a 100% product yield from the milk. This eliminates the acid whey waste stream, offering a major efficiency and sustainability gain.
- ✓ **Superior Quality:** The final product maintains a creamy, smooth, and spreadable texture with an indulgent taste and no syneresis, ensuring a stable product with excellent consumer appeal.
- ✓ **Major Cost Savings:** By enabling a 1:1 replacement of expensive milk protein, the manufacturer achieved a substantial reduction in raw material costs while maintaining a premium product quality.

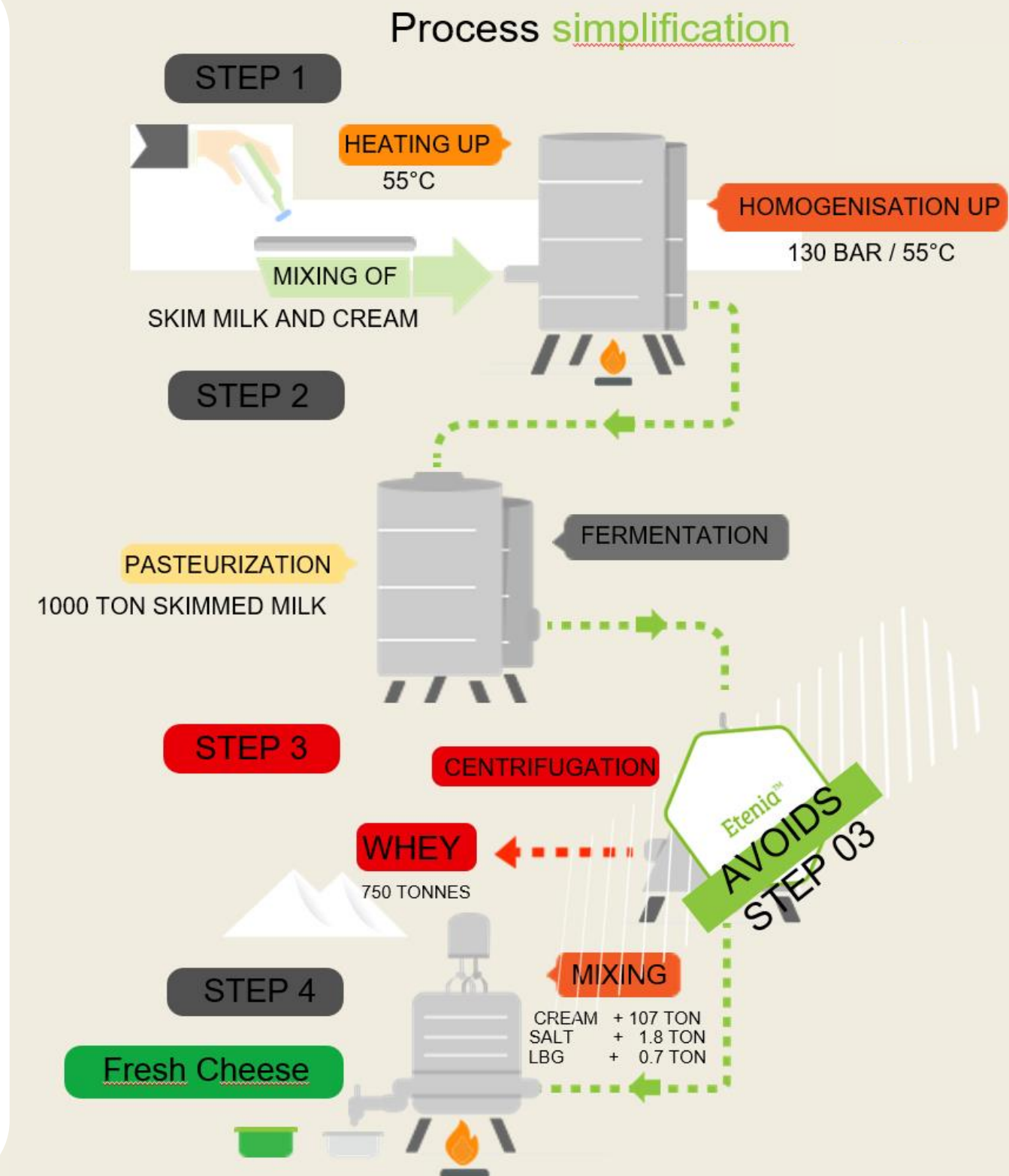
**Solution** Full whey binding with ETENIA®

**Application** Spreadable cheese

**Functional Benefit**



**ETENIA®**  
by Avebe



# Case study 3



Easy processing  
with **versatile and  
multi-functional  
ETENIA®**

**Solution** Easy processing with ETENIA®

**Application** Various dairy applications (e.g., yogurts, spreads)

**Functional  
Benefit**



COST-IN-USE



SPOONABILITY



TEXTURE  
IMPROVEMENT



CLEAN  
LABEL

**ETENIA®**  
by Avebe

## Challenge

The food industry is constantly evolving, and producers must overcome various processing hurdles to stay competitive. Key challenges include **maintaining functionality** when replacing ingredients like protein or fat, ensuring a smooth and **adaptable production process**, and finding a solution that is **stable** and **easy to use** across different product lines.

## Our Solution

**ETENIA®** is the new way of texturizing and gelling, designed as a "drop in" solution for easy processing. It helps overcome common production challenges by being:





- **Easy to Use:** It is easy to disperse, fitting into all existing processes without requiring major adjustments.
- **Stable:** It remains stable under various processing conditions, including heat and shear, ensuring consistent results every time.
- **Flexible:** It provides flexible textures, from drinkable to spoonable to spreadable, all without compromising on quality or functionality.



# Case study 3



Easy processing with versatile and multi-functional ETENIA®

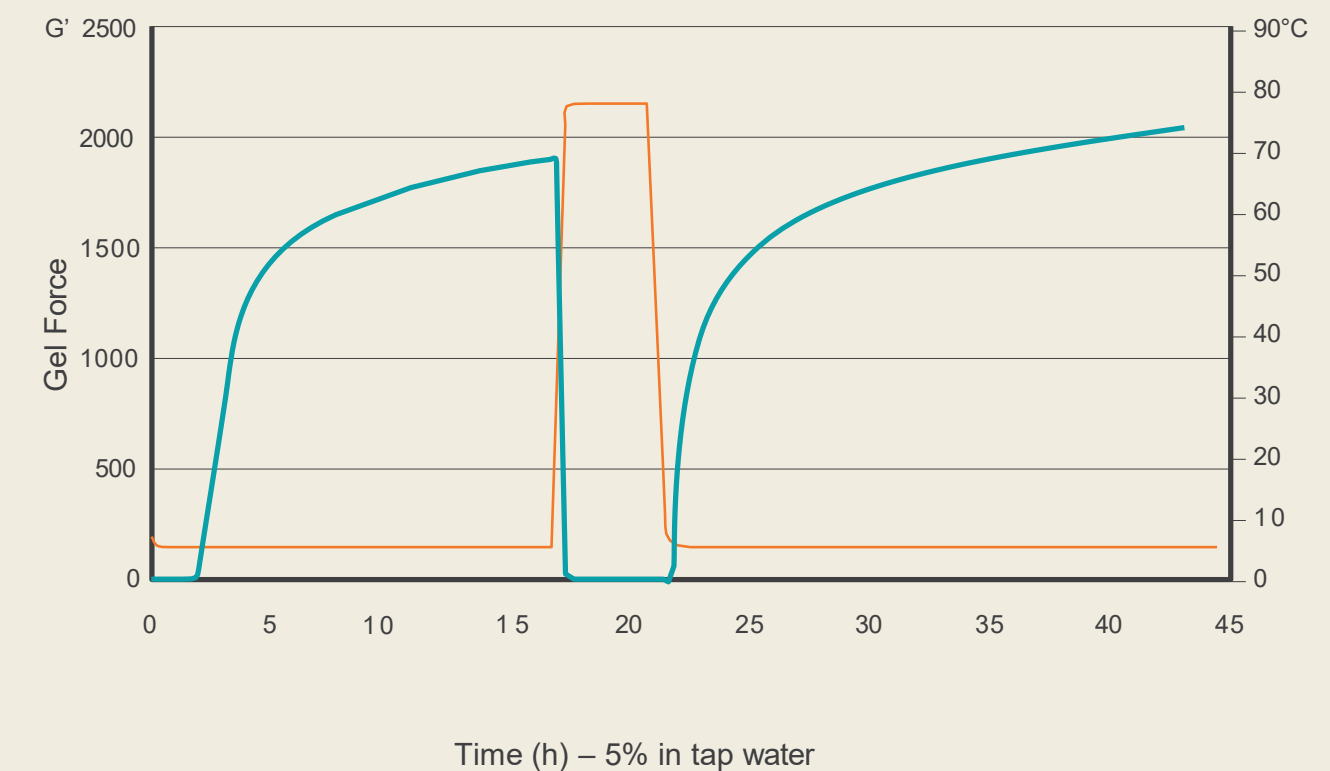
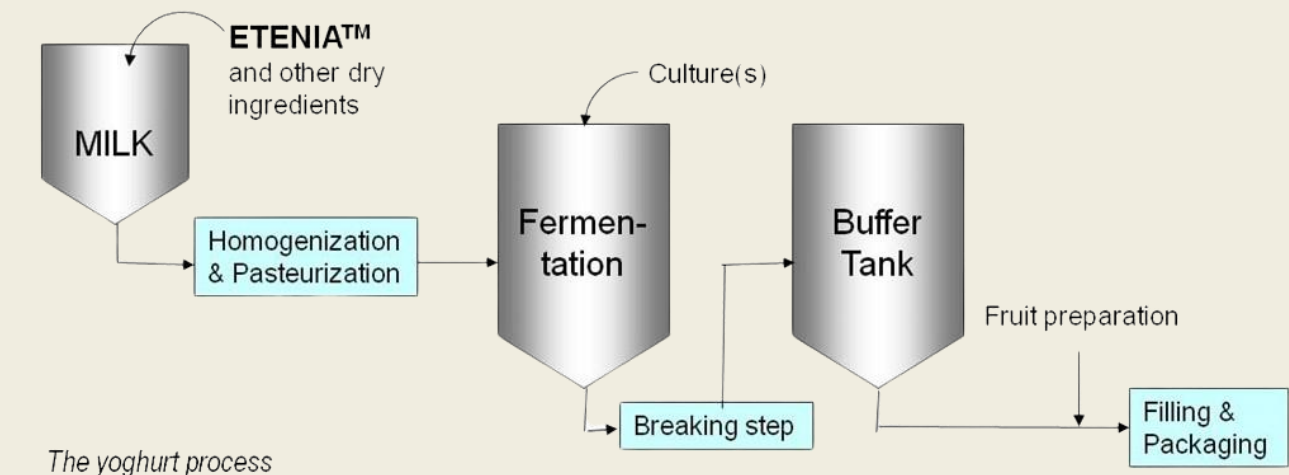
<b>Solution</b>	Easy processing with ETENIA®
<b>Application</b>	Various dairy applications (e.g., yogurts, spreads)
<b>Functional Benefit</b>	   

**ETENIA®**  
by Avebe

## Results & Benefits

The implementation of ETENIA® delivered significant, measurable benefits by simplifying the production process and ensuring consistent product quality.

- ✓ **Process Efficiency:** As a "drop in" solution, ETENIA® is easily dispersed, is highly process tolerant with shear, heat, pressure and pH stability fitting into existing processes without the need for new equipment or complex adjustments.
- ✓ **Thermo-reversibility:** ETENIA® is thermo-reversible, meaning it is low in viscosity upon heating and forms a gel again upon cooling. This provides crucial flexibility during processing.
- ✓ **Consistent Performance:** The gelatination and gelling properties of ETENIA® are stable under a wide range of processing conditions, ensuring a consistent and reliable final product.





# Case study 4

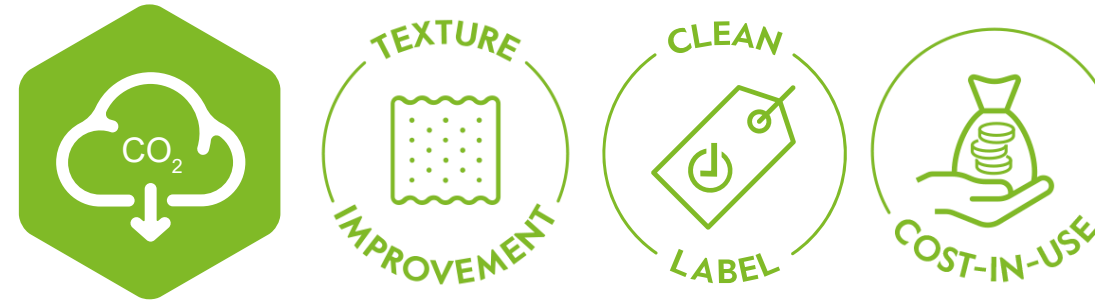


**Reduce  
environmental  
footprint with  
ETENIA®: the  
power of potatoes**

**Solution** Sustainable innovation with ETENIA®

**Application** Various dairy applications (e.g., yogurts, spreads)

**Functional Benefit**



**ETENIA®**  
by Avebe

## Challenge

The food industry is under increasing pressure to reduce its environmental footprint, which includes a significant share of global greenhouse **gas emissions, water consumption, and land use**. Food producers need to adopt more **sustainable practices** and find ingredients that can help them meet their environmental goals.

## Our Solution

**ETENIA®** is a solution for sustainable innovation, backed by data. Based on a collaboration with Blonk Consultants, ETENIA® has a better environmental performance than animal protein equivalents. It allows producers to reduce their environmental impact by:

- **Lowering Emissions:** Helping to reduce the overall carbon footprint.
- **Conserving Resources:** Requiring less land and water to produce than animal protein.
- **Replacing Unsustainable Ingredients:** Serving as a sustainable replacement for ingredients like milk protein, fat, gelatin or even modified starches.

# Case study 4



Reduce environmental footprint with ETENIA®: the power of potatoes

Solution	Sustainable innovation with ETENIA®
Application	Various dairy applications (e.g., yogurts, spreads)
Functional Benefit	   

ETENIA®  
by Avebe

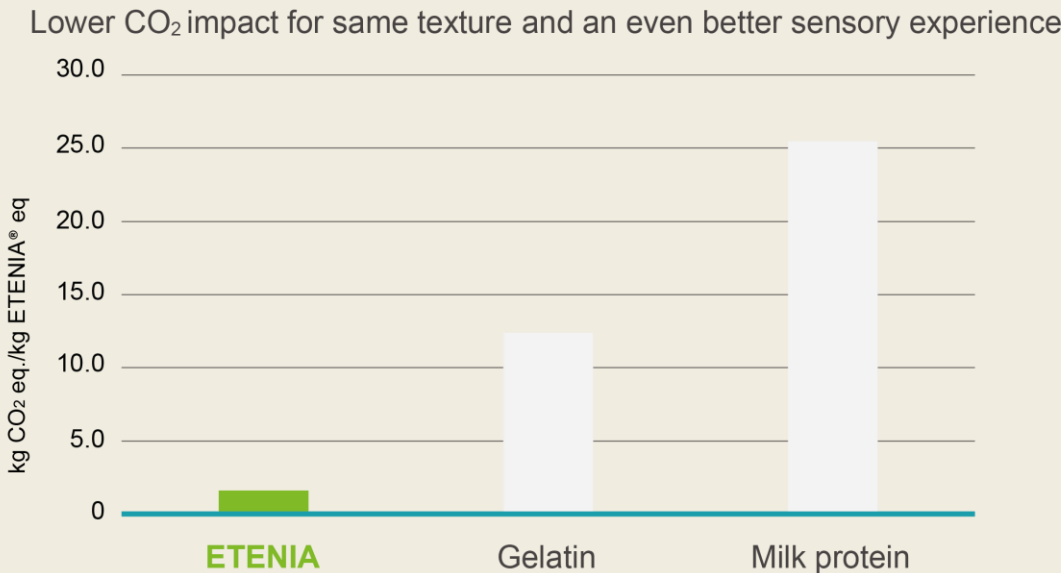
## Results & Benefits

The implementation of ETENIA® delivered significant, measurable benefits, proving its value as a truly sustainable ingredient.

- ✓ **Lower Environmental Impact:** ETENIA® has a better environmental performance than animal protein equivalents, leading to a smaller carbon footprint and less land and water use.
- ✓ **Effective Replacement:** As a high-performing replacement for animal-based ingredients like milk protein and gelatin, it helps producers reach their sustainability goals.
- ✓ **Fact-Based Claims:** The environmental benefits are supported by a third-party environmental impact assessment, allowing for confident, fact-based marketing and communication.

ETENIA®: can help reducing carbon footprint by replacing

ETENIA® is significant more sustainable compared to gelatin





# ETENIA®: Your Partner for Dairy Innovation



- ✓ **ETENIA®** is not just about replicating existing textures; it's about improving the sensory experience.
- ✓ **ETENIA®** is more than just an ingredient; it's a clean-label, multifunctional dairy texturizer.
- ✓ **ETENIA®** is not just fat or protein replacer; it's cost-efficient with a lower environmental footprint.
- ✓ Collaborate with **Avebe** to explore the endless possibilities of **ETENIA®** and unlock your texture potential.



# What is your texture challenge within dairy?

Work with our experts,  
connect with us at  
[www.avebe.com](http://www.avebe.com) or  
[info@avebe.com](mailto:info@avebe.com)



**Innovation by nature**  
since 1919