

FOODS & FUNCTIONALS

INNOVATIONS / PARTNERSHIP / PROGRESS / 2016

Milk 2.0

Gut feeling

Valio Gefilus® meets the growing demand for gut-friendly products

Less salt

Valio ValSa® is a unique innovation for reducing salt – without losing taste



FOODS & FUNCTIONALS



QUALITY

Our unique quality system extends from dairy farms to final products.
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INNOVATORS

Valio's ambitious culture of R&D delivers a chain of great innovations.
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ENJOY FREELY

The demand for lactose free products is growing, and Valio is fully prepared.
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DAILY PROTEIN

Valio's protein powders answer consumers' demand for a healthy life-style.
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TASTE FIRST

Tiina Hämäläinen explains how flavours are developed by Valio R&D.
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In Finland, Valio is known for its high quality consumer products as well as dairy technology innovations, such as the cutting-edge lactose-free product line Valio Eila®.

As Finland's largest food exporter, we sell products to more than 60 countries. Nevertheless, we are convinced we can go even further - we believe in a global demand for our innovations. Valio's 110 years of experience in exporting in addition to an extensive research and innovation portfolio presents a competitive advantage for the company and, accordingly, for its partners looking for growth in their dairy category.

With our expertise, you will be able to listen to consumer needs that will create value for you. In addition to our recent launch of the sodium reduced Valio ValSa® cheese and spread line, we have some other amazing innovations in the pipeline. Come along - we are sure to amaze you with more groundbreaking dairy in the near future.

PAAVO SALMINEN, EXPORT DIRECTOR, VALIO LTD

Valio Ltd is the biggest dairy business and a brand leader in Finland by net turnover of € 1,718 million, and a major player in the international dairy ingredients market. Valio is owned by dairy cooperatives. www.valio.com



"Sisu is a word that describes Finland, its people and their courage. Sisu emerges once a Finn has reached the limit of their physical and mental capacity. It is the second wind that keeps our people going and overcomes challenges."

PAAVO SALMINEN, EXPORT DIRECTOR, VALIO

The Valio quality chain is unique: our comprehensive system extends throughout the production chain from dairy farm to final products.

Perfect quality

99.98 % of Valio milk fulfils EU1 first class standards

All Valio dairy products are non-GMO

A cow produces milk at a dairy farm in Ostrobothnia, Western Finland. The raw milk is transported to Valio's Seinäjoki production plant which manufactures milk powder for use as an ingredient in for example the baby food industry.

The milk powder is shipped to one of the approximately 60 countries to which Valio exports. An international client, a baby food factory in this case, uses the milk powder as a component in infant formula, and the finished product culminates in food for babies in Southeast Asia or another location far from Finland.

Powder production is guided by extremely high quality standards. Each powder batch can be traced back to the farm level.

"For infant formula the end user is the most sensitive there can be, a baby," says **Mila Nurminen**, Export Manager at Valio's Ingredients Sales unit and also responsible for hosting audits and communicating quality details to customers.

Ms Nurminen is further responsible for audits where products have to meet standards related to religion, which means halal and kosher certificates. Mila is proud of the quality Valio delivers.

"When I tour the plant with a

customer's representatives and they say in their final reports there were no deviations, I'm very proud of the work we've done together and the quality we have been able to deliver."

Mila also finds opportunities to convey the appreciation shown by foreign customers directly to dairy farmers rewarding.

"We're all in the same boat and each of us is responsible for quality. That's the key to Valio's success."

Mila Nurminen
Export Manager,
Valio Ingredients Sales Unit



1. PRIMARY PRODUCTION

The quality chain starts at the dairy farm. Healthy cows produce high-quality raw milk, the basis of Valio's operations. All our dairy farms use a quality manual which determines good production practices at the farms. The composition and microbiological quality of milk are continuously analysed, and any deviations quickly corrected. In 2015, 99.98% of our raw milk was of the EU1 first class. Valio dairy products are non-GMO, as is the feed given to the cows.



2. TRANSPORT

The milk lorry drivers have signed a transport and quality agreement with Valio and are responsible for their part of the quality chain. At the dairy farm they measure the temperature of the raw milk in the farm tank, check the milk's aroma, and take a sample from each milk load. Once the raw milk has been tested to confirm there are no antibiotic residues, it can be pumped into the dairy silo at plant reception.



3. PRODUCTION

Our production plants operate in-house control plans which cover the entire production process from the reception of ingredients and packaging materials to the control of finished products, the premises and process equipment, and product warehousing and transport. The production chain for each product item can be traced back to the farm level. Today, it is important that the product's country of origin and full provenance can be proven to customers. It must also be ensured that no external factor can cause damage to the products at any point.



4. DISTRIBUTION

The unbroken cold chain expresses Valio's utmost expertise and know-how. As part of organizing product distribution, we optimise routes for our delivery lorries to customers in inspected food grade containers or lorries that are committed to the unbroken cold chain. The quality chain extends to the consumer's refrigerator, as Valio ensures each product package carries the best quality possible for the consumer to enjoy.





Gut feeling

The gut has a direct effect on our health. When the gut is well, the body and mind feel well, too. Lactic acid bacteria have a beneficial effect on intestinal bacteria.

Well-being has become one of the most prominent health megatrends in the world. Bestsellers are written on the topic, at the same time as scientific research has helped us better understand especially the impacts of the intestinal bacteria.

Current understanding indicates that how well the gut and brain communicate with each other is decisive for our mental and physical well-being. The intestinal flora – bacteria, fungi and yeasts – helps the body synthesize neurotransmitters for the brain that are linked for example to mood.

It can be said that the gut is our second brain.

LGG® – the rescuer bacteria

A unique lactic acid bacterium, *Lactobacillus rhamnosus* GG, was discovered in the human gut in the 1980s. *Lactobacillus rhamnosus* GG, described as beneficial bacteria, reach the gut alive and survive in the acidic conditions of the digestive tract. The bacteria use their flexible whips to attach to the intestinal wall and prevent adverse bacteria from attaching there.

LGG® is a trademark registered by Valio. The LGG® symbol on a package indicates that the product

contains *Lactobacillus rhamnosus* GG lactic acid bacteria. They are present for instance in all Valio Gefilus® products.

“*Lactobacillus rhamnosus* GG was discovered and isolated in the human gut in the 1980s, at a time when we didn’t have today’s advanced equipment and technology at our disposal.”

“This is indicative of the strength of products containing LGG® and its ability to survive, as only the most robust bacteria with the highest survival rate could be found using the equipment available then,” says Category Manager **Jenni Lindell** from Valio.

Valio Gefilus® – well-being for the gut

A balanced gut provides resistance to adverse bacteria, and lactic acid bacteria are associated with intestinal balance. 70% of our immunity is located in the gut, making gut well-being a requirement for the functioning of our immune system.

“The popularity of LGG® around the world is based on its reliability and extensive research. Our Gefilus® product range, which contains this unique and world’s most researched lactic acid bacteria, is a perfect response to the prevailing gut well-being trend and health trend,” says Jenni Lindell.

FACTS



Gut and brain

A balanced gut defends against bad bacteria, and gut well-being even regulates the function of the brain.



Protector of the gut

LGG® is the gold standard of probiotics. The bacteria attach firmly to the surface of the gut, blocking out space for bad bacteria.



Health boost

All Gefilus® products contain the unique lactic acid bacteria LGG®.



GERM HUNTER

British globetrotter **Ilan Wright** took an unforgettable trip to some of the dirtiest parts of Europe. He exposed his body to germs at for instance a metro station in Moscow and on a Swedish riverbank. Mr Wright’s mission was to put Valio Gefilus® products to the toughest possible test. A documentary film “Ilan Wright – Sisäisen voiman jäljillä”, running under the English title “The Lick-hikers Guide to inner strength”, was made of the trip.

www.valio.com/gefilus



Valio Gefilus® products are based on the world's most extensively researched lactic acid bacteria LGG®.

Valio began marketing Gefilus® products in Finland in 1989, initially to health care experts. A few years later, Finnish consumers were becoming interested in functional foods and the success of the Gefilus® products began with Valio Gefilus® milk in 1996. We developed a whey drink, yoghurts, cultured buttermilk, milk and juice products.

Single-dose drinks were launched in 1999. Our international licensing business had started in 1993. Today, products containing the unique LGG® are enjoyed around the world in over 70 countries.

The growth potential of products containing LGG® is still huge. Valio aims to internationalise the Gefilus® brand and a competitive product range on several different markets.

▲ We renewed our Valio Gefilus® product range in Finland in May 2016. The redesigned packages are easily distinguishable on the shelf thanks to their stylish appearance. We are happy to share our brand-building expertise with our foreign customers.
Contact.sales@valio.fi

THE RESCUER BACTERIA OF THE STOMACH

American researchers discovered the Lactobacillus rhamnosus GG lactic acid bacterium in the human gut in the 1980s. The studies on the bacteria's health impacts immediately attracted worldwide attention, and Valio took particular interest.

We acquired the rights to use the unique bacteria and started our own development work.

In 1987, we licensed Lactobacillus

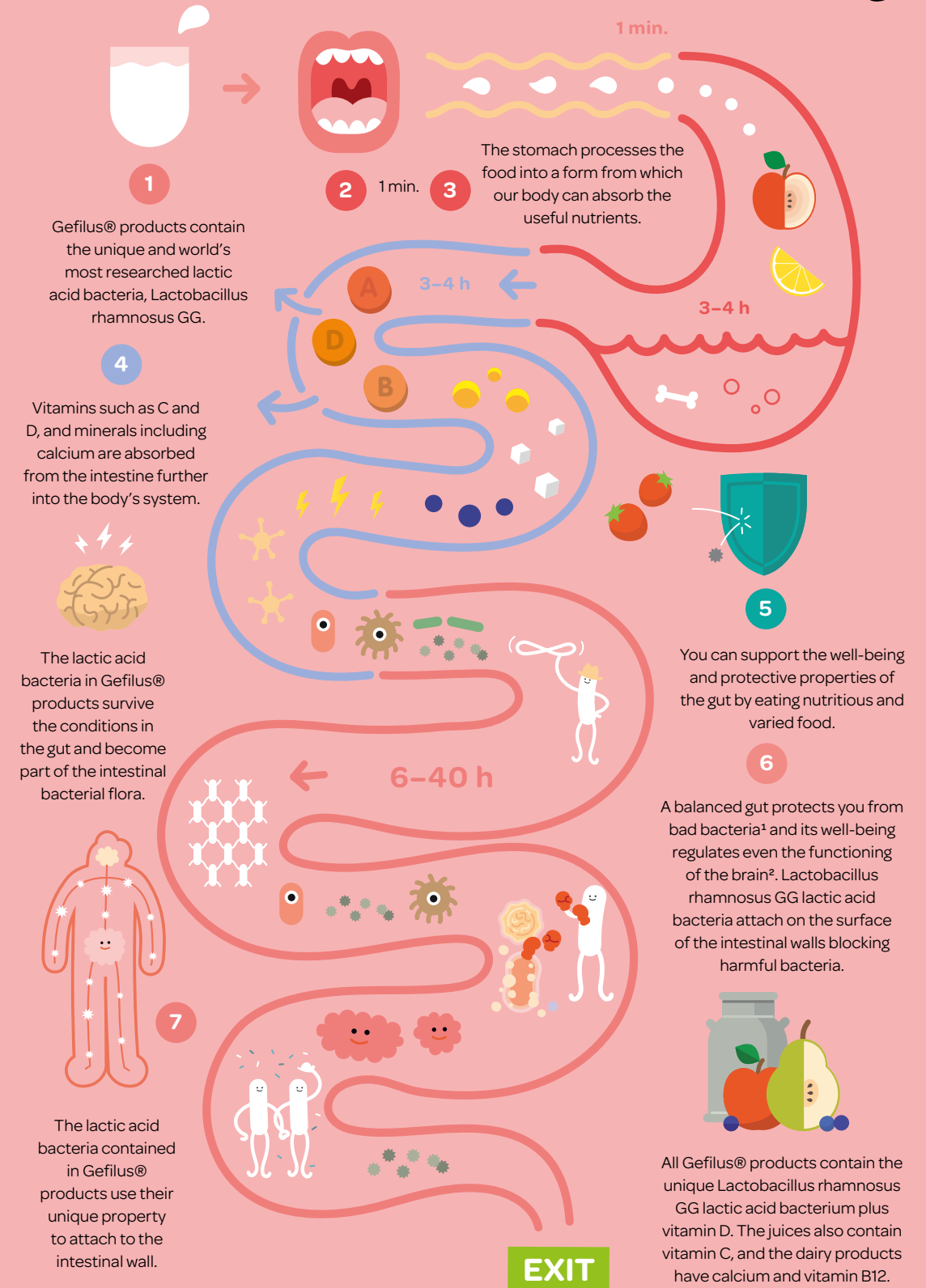
rhamnosus GG, and in the early 1990s created Valio Gefilus®, the first lactic acid bacteria brand in Europe. In 1996, the LGG® contained in Gefilus® products was nicknamed the "rescuer bacteria" of the stomach. Today, it is considered the gold standard of beneficial lactic acid bacteria.

Lactobacillus rhamnosus GG is the most researched lactic acid bacterium in the world. Its qualities

have been scrutinised in around 900 international scientific articles and at least 45 doctoral dissertations. By comparison, some 200 articles exist on the second most researched lactic acid bacterium. Lactobacillus rhamnosus GG still plays an important role in Valio's own research.

www.valio.com/gefilus

The gut is our second brain and delivers 70% of our immunity.
The gut is the single most important organ in keeping us healthy.



PRODUCTS | VALIO GEFILUS®



Valio GEFILUS® Kefir drinks

- Gut-friendly Kefir drink containing unique LGG®
- Reduced sugar level
- Texture is smooth and easily drinkable



Valio GEFILUS® Juice drinks

- Valio is an expert in probiotic juice drinks
- Gut-friendly juice drink containing unique LGG®



Valio GEFILUS® live culture shots

- Gut-friendly yoghurt-shot containing unique LGG®
- Reduced sugar level: only 5% added sugar
- Texture is smooth and easily drinkable



Valio GEFILUS® "silky" juice drinks with milk

- Gut-friendly juice drink containing unique LGG®
- Smooth juicy mixture



Valio GEFILUS® Kefir yoghurts

- Gut-friendly new kind of Kefir yoghurt with unique LGG®
- Combination of fresh kefir and soft yoghurt
- Slightly bubbly mouthfeel
- Enjoy as such or combine with berries and muesli



Valio GEFILUS® Smoothies

- Gut-friendly smoothie containing unique LGG®
- Smooth texture and fresh taste
- Enjoy as a drinkable snack



äly

Intelligence, acumen, brain ['æ.ly]

*"Inventions are based on intelligence.
We think smart with milk, turning
an everyday product into an
inexhaustible source of innovations
that promote well-being."*

TUOMAS SALUSJÄRVI, EXECUTIVE VICE
PRESIDENT, PRODUCT GROUPS AND R&D, VALIO





Tuomas Salusjärvi
Executive Vice President,
Product Groups and R&D

Ongoing innovation

Making more from milk

Valio makes what consumers want. Decade after decade, our innovations have put us at the forefront of emerging trends. Value added products are now to be launched in new categories.

Valio began to remove lactose from milk in the 1980s, advancing a chain of invention and development.

We recognised that the filtration technology could be used to separate out and utilise milk's valuable components such as proteins, minerals, and other fractions.

"Since then, we have recombined the components of milk and introduced specific properties to consumer products," says **Tuomas Salusjärvi**, Executive Vice President, Product Groups and R&D.

"We succeeded for example in adding whey proteins to milk and developed Valio PROfeel® milk drink for active exercisers. And by replacing whey proteins with casein proteins we created Valio Kiehu™

milk drink that's easy to boil without burning. One of our most recent innovations is Valio ValSa® milk salt composed of the minerals found in milk. ValSa® products are already proving popular."

Valio actively patents technologies and systematically tracks consumer behaviour. The company has set ambitious indicators for innovation activities which encourage it to evolve continuously.

"Valio has always had the ability to act quickly and present consumers with relevant products. Innovations such as Valio Gefilus® embody the company's bold and visionary approach."

"When the lactic acid bacterium *Lactobacillus rhamnosus* GG was discovered in the 1980s, we headed straight to America to be first to make an agreement on its commer-

cial use. Today, LGG® is a massive business."

So which Valio concept is set to be the next big success? The answers can be found in Riihimäki, Southern Finland, where the most modern snacks plant in the world will be completed in 2017.

"We'll be manufacturing new kinds of snack products. Yoghurts with the lowest sugar content in the world that also taste good, for which we already hold the patents. We'll also be making spoonable and drinkable yoghurt products, of a type that has never been launched."

It's our desire to be involved in the major snacks trend that's driving these initiatives. There's huge global potential in replacing sugar and salt. The story of Valio Milk Salt has only just begun – and Valio's innovation story continues.



The Nobel Prize inspires

Nobel laureate A.I. Virtanen inspires passion for product development at Valio through his AIV silage method resulting in high-quality Finnish milk.



Future investments

The most modern snacks plant in the world will be completed in Riihimäki with the state-of-the-art production technology.



Novel innovations continue

Valio ValSa® milk salt will be extended to other products as a partial replacement for table salt. Also, solutions for sugar replacement will be enhanced.



Less salt, — same great taste

Valio ValSa® milk salt. We have developed a unique innovation to reduce the amount of salt in food without compromising on taste.



The solution to a global problem

People consume too much salt. Sodium is an essential mineral for the body in small quantities but detrimental to our health when consumed in excess. It is the most significant risk factor for elevated blood pressure and the single biggest contributor worldwide to reducing the number of years we can expect to keep our health.

The food industry has long strived to reduce salt content but it's difficult without compromising on taste. Valio has now solved the problem. After years of innovation we have developed Valio ValSa® milk salt which helps decrease the amount of salt taken in from foods.

80%

The sodium content of Valio milk salt is nearly 80 per cent lower compared with ordinary table salt.

Milk contains naturally occurring salt

Valio milk salt comprises some of the minerals naturally found in milk: potassium, iodine, magnesium, calcium and sodium. The salty taste comes primarily from potassium. The sodium content of Valio milk salt is nearly 80 per cent lower compared with ordinary table salt.

So when part of the ordinary salt is replaced with milk salt in food industry products, the salty taste can be achieved with a lower quantity of sodium.

The goal set in the EU is to reduce salt intake by 2020, and all member countries are currently planning measures to reach that goal. The Food and Drug Administration (FDA) in the United States has issued draft guidance for voluntary sodium reduction goals in different food categories to decrease salt intake.



Finnish high quality products

Valio originally planned to use the milk salt only in cheeses but the idea soon emerged of a “milk salt cheese roll” where the bread, spread and cheese would all have a lower salt content. We launched new varieties of products already popular in Finland – Valio Polar® 15 cheese, Valio Oivariini® less salt and Valio Oivariini® soft spreadable blended spreads – in which part of the ordinary salt has been replaced with Valio ValSa® milk salt. The bakery division of well-known Finnish food industry company Fazer developed a bread roll using ValSa®.

Now Finnish consumers can make a cheese roll with 43 per cent less salt compared with one prepared from products with a normal salt content available on the local market. We believe there will be demand for similar product innovations on international markets, too.

FACTS



Milk salt consists of the natural minerals in milk: potassium, iodine, magnesium, calcium, as well as sodium. Milk salt contains nearly 80% less sodium than ordinary table salt.



The minerals found in milk come from the grass and fodder eaten by cows.



Whey is produced as a by-product of cheese manufacturing.



Whey consists of high-quality whey protein and minerals in milk, in other words milk salt.



Now we have also found a purpose for the natural minerals in milk whey: Valio ValSa® milk salt.



Complete range of
lactose free dairy
with the
superior taste - over
100 products.

FACTS

Valio is the world pioneer
in lactose free dairy

Over **30**
years' experience in low
lactose products

More than **15**
years' experience in
lactose free.

More than **100**
million litres of lactose
free milk produced
annually using our
technology.

Enjoy freely

The demand for lactose
free products is growing
rapidly around the world.
Valio has the leading
expertise and most
comprehensive product
range in the dairy industry.

Valio was the first organisation in the world to
develop manufacturing technology for lactose
free dairy products. We started production of
low lactose HYLA® products in 1980 and went
on in 2001 to launch the world's first completely lactose
free milk drink, which tastes like real milk.

That was the international breakthrough.

"Our success is based on more than 30 years of experi-
ence and substantial technological know-how in removing
lactose from milk. We have developed and patented
methods for creating lactose free versions of many differ-
ent types of product," says **Matti Harju**, who currently acts
as an adviser to Valio management.

More than 100 lactose free items

Valio's lactose free product family currently comprises
more than one hundred items. Milks, creams, yoghurts,
quarks, puddings, fermented creams, butter, cream
cheeses, and milk powders. A lactose free alternative is
available in all product groups. It's the widest range in the
world and Valio is the biggest manufacturer of lactose free
dairy in Europe. Our lactose free products always taste
good and offer consumers more protein or less added sugar.

That is one of the keys to our success. Valio's lactose
free products appeal to larger target groups than just

those with lactose intolerance for whom the products were
originally developed.

Not just lactose free – also rich in protein

The technology mastered by Valio offers opportunities to
make continuously better products for consumers – we
understand the components of milk.

"Valio is very advanced in that respect. We've generated
the ability to alter the composition of dairy products. We
were, for example, able to respond to the protein trend
by developing lactose free power milk drinks and protein
quarks which are not only lactose free but also contain
more whey protein. We also managed to reduce the carbo-
hydrate content of lactose free milk drink by 40% com-
pared with ordinary milk," Matti Harju says.

The best tasting milk drink

In spring 2015, we renewed our lactose free milk drinks
category. Valio milk drinks are the only milk drinks in the
world in which some of the proteins are degraded using
our patented method. The result is a milk drink that is
even more easily digestible and tasty. In a taste test con-
ducted by Research Insight Finland, consumers picked the
revamped Valio Eila® milk drink as the best tasting on the
market.

CONQUERING THE WORLD

The markets for lactose free products
are growing fast. Around 75 per cent
of the world's population suffer from
lactose intolerance, in Asia as many
as 90 per cent. Production volumes
of lactose free products are growing
globally at over 10 per cent annually.

Lactose free products is one
of the few dairy categories in which
both value and volume are growing
significantly. That's an important
opportunity for the retail trade to
increase the value of its dairy product
category and offer consumers a new
high-quality alternative. In addition to
Finland and Sweden, Valio manufac-
tures and sells lactose free products
to the Baltic States and Denmark.
The products are both manufactured
and sold under license in Germany,
Norway, Switzerland, South Korea,
the United Arab Emirates, and the
Netherlands.

PRODUCTS | LACTOSE FREE



Valio Eila® lactose free milks

Valio offers the widest selection of naturally healthy, high-quality lactose free products made from premium Finnish milk. Our unique production process guarantees products entirely without lactose yet with all the natural taste, vitamins and minerals people expect.



Valio UHT milks

Barista milk is developed together with expert baristas. Froths well. The foam is soft with small bubbles, and easy to handle and pour.



Valio milk powders

Lactose free milk powders are easy to digest so lactose intolerant consumers benefit quickly from the milk nutrients, high protein content and vitamin D.



Valio Eila® whipping cream

Valio Eila® whipping cream is excellent for baking and cooking – and is easy to digest.



Valio Eila® cream pudding

The new cream puddings have a secret at the bottom: mango, raspberry, lemon or caramel sauce.



Valio Eila® Greek yoghurt

Delicious and lactose free Greek yoghurt has fruity full-flavoured jam in the bottom. Velvet-like and creamy texture.



Valio butter

Valio lactose free butter is crafted from high quality Finnish cream. It is rich in taste and completely natural.

maku

Taste, flavour ['ma.ku]

"People have a very strong taste memory, and especially for flavours from our childhood. If a taste brings back memories from your grandma's kitchen, it carries a very powerful emotional charge."

TIINA HÄMÄLÄINEN,
SVP PRODUCT DEVELOPMENT,
VALIO FRESH DAIRY





STRAWBERRY PROTEIN SMOOTHIE

2 dl Valio lactose free plain yoghurt
1 small banana
100 g frozen strawberries
1/2 dl Valio PROfeel® protein snack powder, strawberry flavour

- Add all the ingredients (strawberries still frozen) into a blender. Blend until smooth.
- Enjoy right away for breakfast or as a snack.
- Protein content: One dose contains 21.1 g protein.

Make a delicious protein smoothie!

Daily protein

Valio's new protein powders are an ideal addition to the diet of all consumers who look after their health.

Valio was first to launch lactose free, tasty whey protein powders in Finland. The market for protein powders is growing and Valio stands out with a unique product. Consumers interested in a healthy lifestyle have adopted protein products as a regular part of their daily diet.

Valio is a pioneer in protein enriched products and Valio PROfeel® protein snacks are very popular. Now quarks, protein drinks and new Valio PROfeel® power milk drink have been joined by protein powders. The new products include a sugar free whey protein supplement in four flavours, and two protein snack powders.

Whey protein from milk is referred to as the elite protein, since it contains a significant amount of all the essential amino acids the body needs. Protein contributes to growth in muscle mass and maintains the muscle mass as part of a varied and balanced diet and a healthy lifestyle.

Protein helps the body recover from the strain of physical exercise by promoting muscle recovery and damage repair, and decreases the loss of muscle mass caused by ageing.

Protein powders have previously been used mainly by athletes. Valio is targeting its new protein powders especially at new users – all consumers interested in a healthy lifestyle. Typically, women aged 31–44, arguably the busiest years of their life, are short on time and often resort to quick snacks. Tasty protein powders provide energy quickly and efficiently.

Valio PROfeel® protein powders are tasty and lactose free. They can be mixed into water or milk, are great for smoothies, and can be enjoyed with yoghurt and porridge. Valio protein powders offer uncompromisingly high quality because we have the best ingredient in the world: Finnish milk produced in a clean environment according to strict quality standards.

**THE BEST TASTE.
FREE FROM LACTOSE.
HIGH IN PROTEIN.**

Our wide range of Valio PROfeel® products includes a tasty choice for all occasions and a healthy life.



FACTS

Enjoy every day

New Valio PROfeel® protein powders are all lactose free and ideal for all consumers interested in a healthy lifestyle, every day.

82%

of consumers would use new Valio PROfeel® protein powders at least once a week *)

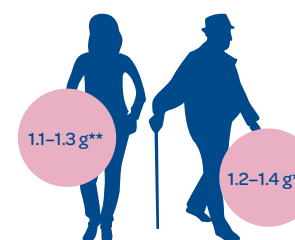
*) Foodwest 3/2016

Power from milk

Valio protein powders are made mainly from whey protein, which comes from milk. Whey protein contains a significant amount of the essential amino acids that the body needs.

The daily protein requirement*

Age 18–64 Age 65>



*according to Finnish Nutrition Recommendations

**per kilogram of body weight

Taste first

"Taste is a comprehensive sensory experience," explains SVP Product Development Tiina Hämäläinen at Valio Fresh Dairy.

Valentine's Day tastes like rose petals.
Christmas tastes like prunes and raisins.

Tastes create spontaneous associations in people and are powerfully linked to emotions.

That's why flavour development at Valio is such precise work. We want consumers to experience enjoyable moments and delicious sensations.

Our choice of flavour is affected by a number of factors including product brand, target group preferences, and key trends. Taste is a comprehensive sensory experience.

Flavour pleasantness, along with mouthfeel, is always tested by Valio's professional tasters, and often on consumers, too. Once the product has been perfected in R&D, the Business Unit will make the launch decision. Consumers may then get the opportunity to experience a new flavour.

VALIO R&D

- Valio has more than 110 years of experience as a developer and manufacturer of tasty products, launching more than 100 novelties annually.
- Personnel 111, of which ca. 50% work in NPD and 50% in research.
- 50 patent families covering 351 patents in 50 countries.
- R&D budget 13 M€ (ca. 0.8% of the company's net turnover).
- Substance areas are product development, dairy technology, chemistry and nutrition as well as a strong consumer insight.

PHOTO KASU JOUPPI



Valio products nominated for SIAL Innovations 2016

We are proud to announce that five Valio products have been chosen for SIAL Innovation Selection 2016.

THE SIAL INNOVATION

nomination recognises the most innovative products presented by the SIAL exhibitors.

"Thanks to years of intensive research and our strong innovative culture, we continue to introduce ground-breaking dairy innovations. The SIAL Selection is absolute proof that Valio is the most innovative dairy company in the world. This may be the first time that five products have been selected from a single company," says **Paavo Salminen**, Export Director at Valio.

LIGHT SPREAD WITH QUARK



Valio Better™ blended spread with quark

Valio has created a new type of spread with a delicious, fresh taste and good nutritional values by blending quark, rapeseed oil and butter. Valio Better™ contains 40% fat with a low milk fat percentage of 13% and salt content of only 0.9 g/100 g.

LESS SALT



Valio Oivariini® less salt blended spread

Valio ValSa® milk salt has made it possible for us to develop a new variant of Valio Oivariini® blended spread with a salt content of only 0.6%, which has the same full taste as the original Valio Oivariini® spread. Low salt content and great taste!

LESS SUGAR



Valio Play® children's snack range

The new Valio Play® snacks include a children's yoghurt range with 40% less added sugar, and yoghurt puddings with 30% less added sugar, all without compromising on taste. Children themselves played the key role in inspiring the development of the flavours.

LESS SALT



Valio Polar® 15% less salt cheese slices

A new variant of Valio Polar® cheese has a salt content of only 0.6% and the same delicious taste as the original cheese. This is due to new Valio ValSa® milk salt – resulting in the world's first cheese combining such a low salt content and full taste.

LACTOSE FREE



Valio lactose free milk powders

Valio lactose free milk powders are especially easy to digest so consumers quickly benefit from the milk nutrients, high protein content and added vitamin D.



Valio operates according to the following standards



Valio's accredited testing laboratories operate according to standard SFS-EN ISO/IEC 17025 (see www.finas.fi)



Valio is a member of

