

# FOODS & FUNCTIONALS

INNOVATIONS / PARTNERSHIP / PROGRESS / 2017

FOR US —  
*Milk is  
Amazing*

## Healthy life

Valio PROfeel® products respond to consumers' desire for healthy protein.

## Lactose free

The pioneer in lactose free dairy. Great taste and no lactose.



# FOODS & FUNCTIONALS



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## TRUE FARMERS

All our milk comes from independent and dedicated Valio farmer-owned farms.  
*pages 4–5*

## MEAT-FREE

Europe is eating less meat, and Valio has a true innovation to match the trend.  
*pages 8–9*

## MARKET SNIFF

A product launch demands an innovative mindset and market intelligence.  
*pages 12–13*

## BABIES FIRST

The best raw material, Finnish milk, is the basis for Valio's baby food solutions.  
*pages 14–15*

## ARTISANS

The art of making butter and cheese requires the touch of a real cheese master.  
*pages 20–21*



HELI HIRVELÄ

Welcome to the new edition of Food and Functionals, the place where we showcase the innovations, the strong culture of tradition and the deep expertise of Valio as Finland's premier dairy company.

Reading the stories inside, there is a common thread that runs through them: connections. As Valio's brand mission says – "Together we can make life better". For example, the Valio product developers are strongly connected to consumers. The same type of connections are in effect with our corporate-level customers, as we build partnerships to expand Valio's range of high-quality products to Asia, Africa, the Middle East, and North America, as well as closer to home in Europe.

For all of us at Valio, milk is amazing. That philosophy remains at the core of what we do, and it's what we think when we connect with our farmers, our customers and partners. It always starts with those individually named cows in Finnish fields – a connection with nature that we simply couldn't be without.

TUULA HIETANEN, MARKETING MANAGER, VALIO LTD

Valio Ltd is the biggest dairy business and a brand leader in Finland by net turnover of € 1.6 billion, and a major player in the international dairy ingredients market. Valio is owned by dairy cooperatives. [www.valio.com](http://www.valio.com)







# sisu

to have guts ['si.su]

*"At Valio, sisu means determination and solid teamwork, coming together to innovate successful new products that our customers will love to eat."*

MINNA KORKIAKANGAS, BUSINESS MANAGER,  
VALIO LTD





Arctic circle

FINLAND

# Hero Farmers

To be a Valio dairy farmer, is to be part of a rich tradition of farming culture, sharing a collective pride in the land, the cows and the milk.

*Marja and  
Pekka  
Mönkkönen,  
thousands of Insta-  
gram followers,  
Nivala*





*Erkka, 27,  
and Iikka, 25,  
Juntti,  
brothers, Tornio*

## FACTS\*

### 1. CLEAN MILK

Finnish milk is among the cleanest in the world, thanks to healthy cows.

### 2. TESTED QUALITY

Before raw milk leaves Valio farmer-owned farms, it is thoroughly tested and then again evaluated every step of the way to the plant.

### 3. GREEN FINLAND

Finland is the greenest country in the world, according to the Environmental Performance Index 2016. The best-performing areas were health impacts, water, sanitation, biodiversity and habitat.

### 4. HEALTHY COWS

Finnish cows are the healthiest in the EU, and antibiotics are used only in the treatment of sick animals.

In northern Finland on the banks of the Tornio river, the Juntti family have been farming for nine generations, since the 1760s. Today, brothers **Erkka** and **Iikka** run the business, but it's not just a job they sign up for, it's a calling.

"For me this is everything. My life's work," says 27-year old Erkka. "I've been doing this since I was a little boy, and it's a matter of honour to continue the work of past generations."

Rising before dawn the young farmers are driving feed trucks, and caring for the cows that produce more than a million litres of milk each year.

"Since Valio is our kind of company, it's nice that you can buy a pint of milk at the shop and say 'this is something I've been dabbling with,'" Erkka explains.

### *Sustainable farming brings the purest milk*

In another part of Finland, husband and wife team **Marja** and **Pekka Mönkkönen** run their dairy cooperative with a small herd of Ayrshire cows. Like all Valio farmers, they are committed to producing the purest milk through sustainable farming methods. And they've brought these ideals to a wider audience thanks to a strong social media presence that's gathered an enthusiastic following.

"I'm bound pretty tight to this place because of my work," says Pekka, who unwinds at the end of a long day in his wood-fired sauna.

He shares a picture of the idyllic orange sunset on Instagram.

"The sauna terrace is the most beautiful place here," he says. "This is my thing."



Tuulenkuja\_ayrshire



Follow Pekka & Marja's farm life on Instagram  
[@Tuulenkuja\\_ayrshire](https://www.instagram.com/Tuulenkuja_ayrshire)



Watch video stories about Valio's farmer-owned dairies  
[www.valio.com/farmer-owned/](http://www.valio.com/farmer-owned/)



# Healthy Trends

Keeping up with fast moving trends, so that you're always offering the products consumers want, is one of the most challenging aspects of the food industry.

In recent years there has been a growing trend towards convenient, healthy, and nutritional snacks linked to busy lifestyles, exercise and people on-the-go.

As you would expect, Valio follows industry mega-trends, and continually evolves and innovates product lines to bring new choices to the market. One of the stand-out shifts in the snack market has been a trend towards eating foods that are higher in protein, yet still healthy. Figures show this is something that consumers want.

According to Valio research, more than 80% of people think protein is generally healthy, while 60% of consumers feel the amount of protein they consume is relevant to their diet. Almost 50% of consumers look for protein when buying dairy products.

### ***More protein for active life***

That's where the Valio team comes in, developing the protein-rich Valio PROfeel® range to meet the needs of on-trend consumers.

"Our portfolio of protein-rich snacks are easy to use, and it's easy for people to understand what they are," explains Business Manager Johanna Olli.

Information about protein content is printed boldly on the packaging, the graphics are bright, and it's simple to identify the key information.

The Valio PROfeel® range includes quark, powders made from whey protein, drinks in individual serving sizes, and protein-enriched milk.

"These products have a high protein count," says Olli. "For example our quark has 19 grams of protein per serving. The market we're aiming at is men and women age 20–39, people who pay attention to the protein intake in their diet and eat healthy. They have active lifestyles and stay fit," she adds.

### ***Great variety and quality***

Of course like all consumers, people who pay attention to their dietary protein levels want variety and quality. So Valio has developed interesting flavours and free-from combinations for the PROfeel range. There's options like sugar-free and lactose-free pear quark, and strawberry flavoured quark; chocolate, vanilla, and toffee flavoured long life UHT protein drinks; and strawberry, vanilla, and chocolate protein powder made from whey protein.

The quark, powders or drinks can be consumed on their own. Powders can also be whipped, folded and baked into desserts, shakes, healthy protein-rich cookies and muffins, bringing even more choice, flexibility and taste to the everyday lives of people who love to snack, but want to keep healthy with protein.

## **FACTS**

### **VALIO PROFEEL® PROTEIN SNACK – NO COMPROMISE ON TASTE**



- Convenient source of high-quality milk protein.
- Aimed at men and women age 20–39 with an active and healthy lifestyle.



- Protein contributes to growth and maintenance of muscle mass as part of a varied and balanced diet and healthy lifestyle.

## **CUSTOMERS FEEL THAT...**

**80%**

Protein is generally healthy

**60%**

The amount of protein they consume is relevant to diet

**50%**

Look for protein when buying dairy products

**33%**

would like to add milk protein to their diets

Protein quantitative survey 04/2017. Valio.



## **COMMERCIALISE THE PROTEIN TREND - WITH VALIO**

Global protein market growth continues as consumers consider protein generally healthy and look for protein when buying dairy products. Tasty high-quality Valio PROfeel® products enable you to commercialise the trend.

[valio.com/profeel](http://valio.com/profeel)





# Meat-free protein — from protein naturally found in milk

When you're developing a whole new type of food, where do you start? Putting yourself in the consumer's kitchen or around the dinner table is a good place.

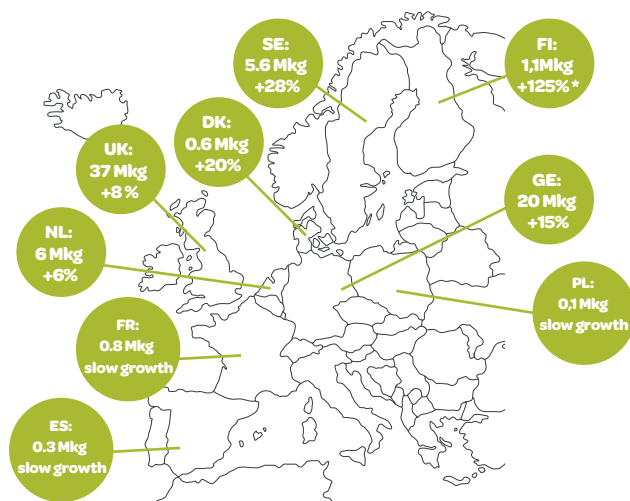
**F**or health reasons, in an attempt to reduce meat consumption, to have more variety in everyday meals or to fit smoothly into busy kitchens with minimal preparation.

For these reasons, Valio developed an exciting, convenient and tasty addition to any menu, using their long-established milk know-how and some cutting-edge innovation as well. The result is Valio MiFU®, meat-free protein, for carefree cooking.

"In Scandinavia alone, 24% of people say they will eat less meat in the future\*," explains **Minna Korkiakangas**, Business Manager for Valio MiFU®. That same trend continues across Europe as well, where especially in Germany, Sweden and the UK people are trying to eat less meat in their diets.



**Meat substitutes (fresh+frozen) market size (Mkg),  
development 2015–2016 (%)**



Source: FI: AC Nielsen Homescan, Meat substitutes (fresh + frozen), 52W period ending 25/12/2016. SE: AC Nielsen Scantrack, Meat substitutes (fresh+frozen), mat W52 period ending W51/2016. UK, PL, NL, DK, FR, ES: Euromonitor, Free from meat, Meat substitutes, chilled + frozen, year 2016 vol.estimates, 2016

“Families with children are especially interested in our new Valio MiFU® strips product,” says Minna Korkiakangas. “It’s about convenience, and a desire to offer all, especially children a healthy, high quality product.”

Valio MiFU® strips are rich in protein with 24g of protein per 100g. Valio MiFU® strips are free from lactose, soy, egg and gluten, meaning that they’re suitable for a wide range of dietary requirements. The new product is made from 100% Valio Finnish milk in Finland, and so the quality is guaranteed. It’s also packed full of healthy vitamins like B12, calcium and zinc.

In addition to the original Valio MiFU® strips – which look, taste and have a mouth-feel similar to chicken – Valio will also introduce some flavoured Mifu products, making dinner time even more tasty and convenient.

“Innovations succeed only when consumers love the product,” says Minna Korkiakangas, and early taste tests in busy family kitchens show how much they enjoy the flavour, health and convenience of Mifu products at meals.

\* Source: 2015 Ernst & Young / Purchasing Behaviour in 2020



**FACTS**

**PRODUCT DEVELOPMENT TAKES DEVOTION**

The journey to developing a new product at Valio always starts with understanding customer preferences. This market intelligence is then transformed into development work with the aim of building new concepts and growing the target categories.

Product development work demands deep concept know-how, determination, devotion – and seamless team work.

“Great achievements can happen when people work together and cooperate, bringing their individual team knowhow together with a common goal,” says Business Manager for Valio Mifu® **Minna Korkiakangas**.

Launching a product takes several teams – and generally up 40 people – starting from development and technological experts and ending at consumer marketing and logistics experts.

And when it all comes together, the project is complete and ready to launch.

“We’re very proud that we have offered consumers what they want and our customers have good business possibilities.”

**24%**

**of people say they  
will eat less meat in  
the future**



Purity  
AND RESPECT  
FOR  
nature



## Valio's Commitment to Sustainability

At the core of Valio's business strategy is a commitment to responsible, sustainable business operations. It starts right in the fields, where cows are afforded the highest standards of **animal welfare**; our dairy farms have committed not to use GM fodder. The profits are paid back to the farmers, ensuring economic sustainability for thousands of **family-run farms**. Valio's **environmental sustainability** means that

we invest in technology that reduces environmental impact; we use ingredients and energy as efficiently as possible; and we strive to design packaging for our products that can be reused, recycled or converted to biomass energy. It's those efforts, among many others, that have helped Valio to be voted **Finland's most responsible company** in 2017 – for the fourth year in a row – in the largest corporate responsibility study in the Nordic countries, the Sustainable Brand Index™.





# äly

Intelligence, acumen, brain ['æ.ly]

*"Data-driven trend utilisation – not just buzzwords, but an important tool to enhance our expertise and understanding of customer preferences."*

KEVIN DEEGAN, CONSUMER INSIGHT MANAGER,  
VALIO LTD



The properties  
of Valio Gefilus®  
are scientifically  
verified.

ISTOCK, VALIO



# Gefilus Research By The Numbers: The Go-To-Market Strategy

When Valio launches products in a new country, it doesn't just happen overnight.

Launching a product at Valio comes only after extensive research, using expert know-how and looking at a surprising range of data to figure out the product story, market awareness, how consumers perceive food from Finland, and even what the packaging is 'saying'!

"We have to understand the way the world is moving, the drivers and motives behind choice and purchase, examining and utilising both local trends and global mega-trends," explains Consumer Insight Manager **Dr. Kevin Deegan**.

"What we've been actively and systematically doing a lot more is have data drive our decision-making process; Smart Data," says Deegan. "The aim is to consolidate all the data we have in-house or from external sources, and try and figure out why certain consumer phenomena are happening."

Dr. Kevin Deegan and his team have been studying the UK market for more than a year, with a view to introducing Valio Gefilus® products.

## *The scientifically tested LGG®*

One of the first things they found was that consumers want products that are natural, believable and trustworthy.

"From our Gefilus consumer research, we found there was a real lack of trust in the live bacteria product offering," says Deegan. That lack of trust, he explains, stems from research that got widespread attention in the UK where the effectiveness of gut health drinks on the UK market was called into question.

"The LGG bacteria in Valio Gefilus® is the world's most studied lactic acid bacteria," says Kevin Deegan. "It's been shown in scientific studies to not only survive

stomach acid, but to attach itself to the lining of the gut to form a protective layer. With LGG we can offer a level of scientifically-backed efficacy," he adds. "In addition, Gefilus will launch in the UK with Kefir, which is considered by those in the know as a gut-friendly superfood."

In the case of introducing Gefilus products to the UK, Valio's research teams have had to think about how to communicate it's scientifically-verified properties to consumers. And that's where "brand Finland" has been a bonus. People in the UK associate Finland with technology and innovation; and strong social values like health care, education and equality.

"All these abstract understandings about Finland help us reinforce an extra layer of trust in Valio products like Gefilus," says Deegan. "It's a positive thing that something so 'technological' comes from Finland."



## Quantitative research

Extensive investigation through different surveys or testing into what people understand about different product categories, who would use the products, how often and why.



## Qualitative research

Includes in-depth conversations with groups of consumers to gauge awareness around different themes, concepts, package designs and product lines.



## Quality and taste testing

Finally of course comes taste testing on the ground with large groups of consumers. Until prospective products meet Valio's demanding quality criteria, no product will be launched.





**BABY FOOD  
SOLUTIONS**

# Only the best for my child

Caring for society's newest and most fragile members has been Valio's mission since 1955 when we introduced our very first Valio Baby Energa powdered milk formula.



**T**oday, Valio's mission remains as important as ever, providing mothers with nutritious, safe and healthy options for feeding their babies.

"Valio provides a range of options for feeding babies. From ingredients for baby formulas to ready-made products," explains **Terhi Sinkko-Hynninen**, Category Manager for Valio baby food. "And mothers and our clients appreciate the pure high quality Finnish milk that Valio can offer from our farm cooperatives," she adds.

### *The best quality ingredients*

Valio has a long history of providing ingredients for the infant formula industry, and today, Valio offers milk powders, demineralised whey powders or more advanced tailored blends where customers can opt to add milk, whey, fats or vitamins depending on the requirements of their local markets. Customers only need to add their own branding and packaging.

"The quality of our products stems from the quality of the milk itself. We are a dairy company, and we only use our own fresh raw materials," says Research and Product development Manager **Pia Ollikainen**. "Freshness is something you can taste."

### *The convenient liquid formulas*

Another area where Valio know-how leads the way is the "ready-to-feed" sector. In Finland, 90% of infant formula on the market is liquid, ready-to-feed, and just 10% is powdered.

At a global level the figures are almost reversed, and growth is now seen globally in the demand for liquid ready-to-feed infant formulas. In markets like Japan for example, we have seen a rising interest for liquid infant formulas to feed babies in natural disaster situations where fresh water can be unavailable, or just as a highly interesting new form of infant formula to make life easier for families with small children.

"Families and customers appreciate Valio quality, that's the main thing," says Sinkko-Hynninen. "When the consumers, the babies, are so sensitive, then parents have to trust products more than 100%."



## FACTS

### Return to Russia

Valio returned to the Russia baby formula market in October 2016 under the Valio Baby brand. "From pure heart and pure nature" sums up Valio's market entry in Russia, and it's been welcomed back by parents as well as health care professionals.

### Good to remember

Breastmilk is the best choice for baby. The World Health Organization (WHO) recommends exclusive breastfeeding for 6 months; continued breastfeeding after introduction of complementary food (up to two years); and consultation of a healthcare professional when introducing infant formula or complementary food.



## VALIO BABY FOOD SOLUTIONS



### Ingredients for Baby Food

Valio Demi™ demineralised whey powders, Valio milk powders, Valio Eila™ Lactose free milk powders.



### Premix Solutions

IMF (infant milk formula) base powders ranging from Valio's own high-quality recipes to fully customized solutions.



### Tailored Blends

Blends of high quality ingredients made according to your specified requirements.



### Consumer Pack Solutions

Valio can also deliver complete infant formula powders and RTF (ready to feed) liquids packaged for consumer use.



# More Social, More Media

Over the last six years, Valio's social media expert Pekka Rantamoijanen has watched the numbers grow.

From 30,000 Facebook fans in 2011, to more than 200,000 today. And still counting.

So what's his secret to success? Building a community, and having a dialogue with Valio fans.

"Basically what we want to achieve in social media is to be present in people's everyday lives," explains **Pekka Rantamoijanen**. "It's a conversation".

Valio's social media channels serve up recipes and cooking ideas; tips for busy households to make the most of their Valio products, or a

place to ask questions and leave comments.

The sense of Valio's online community is strengthened with the #valiomaitoa hashtag which is used by the farmers who produce the milk, as well as consumers who buy it.

Pekka Rantamoijanen and his colleagues must keep up with new online trends, which increasingly emphasize the use of photos and video.

"We have a lot of different stories to tell, and the future of social media is really interesting for a brand like Valio," Pekka adds. "The sky's the limit".

## LOCALLY SOCIAL VALIO

● Valio's social media expertise is also evident in international markets, where they respond in local languages and have a presence on popular platforms in other countries like China's WeChat.



# maku

Taste, flavour ['ma.ku]

*"Rich and creamy or sharp  
and aged, for me, cheese is the  
ultimate indulgence made from  
pure Finnish milk."*

JUKKA SIPPONEN, MASTER CHEESE MAKER,  
VALIO LTD



# Freely flavourful

There's a common misconception that because a product is lactose free, it might also be flavour free.

Consider that myth well and truly busted – you can have taste, and well-being too! Valio is a pioneer in developing lactose free dairy products – in fact, they were the first in the world to develop a totally lactose free milk in 2001. Today, Valio is the world's leading expert in lactose free dairy with a unique patented technology which enables Valio lactose free milk to taste just like regular milk. With more than 100 products, Valio's lactose free range is now the largest lactose free portfolio in the world.

"Valio lactose free products have their roots in the pure Finnish nature. Our milk is one of the purest in the world, thanks to healthy cows, and it comes from family owned farms in Finland," explains Category Business Manager **Anu Kalliokoski**.

After more than two decades of product development and marketing know-how, Valio now presents a wide array of lactose free products for international markets: from milk powders to milk drinks and soup; from a brand new Barista-style





## WORLD'S LEADING LACTOSE FREE SOLUTIONS FOR THE FOOD INDUSTRY

There is great business potential for lactose free products due to growing awareness of lactose intolerance. Quick dissolving, and lactose free, Valio Eila® milk powders are excellent ingredients to use for manufacturing drinks, milk chocolates, ice-creams and ready meals.

The demand for lactose-free products has increased significantly during the last few years. Valio offers everything you need to make a successful lactose free or low lactose product for your market.

High in milk protein, and low in carbohydrates, Valio Eila® milk powders are ideally suited as nutritional supplements, or for people with special dietary requirements.

milk for coffee lovers to cream that's ideal for cooking and baking. For export, Valio is uniquely positioned to offer tailored products depending on the market; for example, a requirement for longer shelf life and different kinds of packaging, which Valio can cater for.

### ***Grow a lactose free category***

"Lactose free products make a lot of sense in business terms," Anu Kalliokoski states. "It's double goodness in taste and business as well. With Valio you can take advantage of the growing lactose free demand and build a portfolio suitable for you. Address the needs of your consumers in a proactive way."

"Growing the lactose free category is something we know a lot about at Valio. We have built the business from scratch in several markets and are now the market leader. It is about adding value each step of the process. With Valio dairy innovations you can cater to many different consumer needs, be it well-being or indulgence, lactose free," Kalliokoski says.

### **FACTS**

- Lactose is a natural carbohydrate found in milk. Cow's milk has approximately 4.8g of lactose per 100g of milk.
- Lactase enzyme deficiency is an inherited characteristic. Lactose intolerance is a condition where unabsorbed lactose causes digestive problems.
- Valio's Nobel Prize-winning R&D centre pioneered in the development of delicious lactose free milk.



*For true  
cheese lovers -  
Valio artisan  
cheese*





# Artisan butter and cheese

Even chefs in France value Finnish butter, and new innovations in Valio's cheese flavours attract international consumers.

**T**he French know a thing or two about baking. Patisseries and boulangeries demand only the highest quality butter to make their products.

So it's perhaps no surprise that one of France's largest croissant makers insists on using Valio butter – made with farm fresh Finnish milk – to make tens of thousands of croissants every day.

"Butter is one of the purest products around," says **Kimmo Luoma**, Senior Vice President Butter and Cheese. "There's almost no processing, which follows this trend for more pure products, especially in cooking and baking," he adds.

Valio offers premium artisan butter – salted and unsalted – from master butter-makers for international markets. The biggest export

markets are Sweden and USA for consumer products, feeding the need for artisan premium butter.

## ***Creamy cheese flavours***

One of Valio's strongest export markets for cheese is in the USA, where the Finlandia brand offers a range of flavours from creamy Swiss to Colby Jack and sharp cheddar as well as other well-known types like Gouda and Provolone.

Now, premium Valio cheeses are available to international markets, like Valio Juhla® cheddar and Valio Keisarinna®.

Thanks to decades of cheese know-how, with new innovations in flavours, Valio is able to bring our cheeses to new audiences, and continue the heritage of making premium artisan cheese using only the best Finnish milk.



## **VALIO'S CHEESE HERITAGE**

*Master Cheese Maker  
Jukka Sipponen*

Master Cheese Maker Jukka Sipponen is an expert in the traditions and flavours of cheese – after all, he's been crafting cheese at Valio since the late 1970s.

"The maturation process is the key to developing the taste of the final product, along with salt brining, and the fat content of the pure Finnish milk as the core. Besides mild cheese brands like Edam, we have wonderful cheeses for more flavour also, especially the newest ranges that are matured for longer. For example, taste our Gouda which is maturing for nine months."

The secret behind great taste comes from Valio's master cheese makers' passion, strong expertise and long tradition in cheesemaking. Each cheese is evaluated during ripening by feel, taste and scent.



## **CHEESE DEVOTION**

The basis of the genuine taste of Valio cheese is the pure Finnish milk. We only use the finest, pure, farm-fresh milk to create masterpieces of taste and texture.



# Full taste, less salt

Salt has a huge impact on taste but too much salt is a risk for health. Fortunately, Valio ValSa® offers an option.

**I**t's essential, but it's addictive, I know I shouldn't eat much but it's confusing," comments an older consumer in London.

A millennial in the same city says: "Salt is a double edged sword it is bad but it tastes so good."

Salt clearly adds taste to food, but the awareness of salt's risks is increasing. Salt includes sodium, and excessive consumption of sodium in our diets is the

most significant risk factor in hypertension, or high blood pressure. High blood pressure, in turn, is the single biggest contributor to the reduction of life expectancy worldwide.

The World Health Organisation WHO member states have agreed to reduce the global population's intake of salt by a relative 30% by 2025\*.

The food industry has long sought ways to reduce salt content but has struggled to achieve this without compromising on taste – until now! Valio's unique innovation, Valio ValSa® is milk mineral salt which is uniquely







able to combine exceptional taste with lower levels of sodium. When Valio ValSa® is used to replace some of the regular salt in food, the salty taste people love can be achieved with a significantly lower amount of sodium.

Valio ValSa® contains minerals naturally found in milk – like potassium, iodine and sodium. The salty taste of Valsa® derives mainly from the potassium naturally present in whey.

Even though Valio ValSa® products have considerably less salt than standard products, our new innovative Valsa® products were very positively met by consumers in our market research in the UK.

With our new international product launches, consumers in new markets can now enjoy their cheese and spreadable butter with considerably less salt compared with products with a normal salt content. We are glad to be able to offer your customers a healthier option for their daily life!

\*) EU Commission, Implementation of the EU Salt Reduction Framework, Results of Member States survey, 2012.

## FACTS

- Valio ValSa® is milk mineral salt innovation.
- Milk salt consists of the natural minerals in milk: potassium, iodine, magnesium, calcium, as well as sodium. The minerals found in milk come from the fodder eaten by cows.
- The salty taste in milk salt is derived from the potassium that milk naturally contains.
- Ordinary table salt consists almost completely of sodium chloride. Milk salt contains nearly 80% less sodium than ordinary table salt.

[www.valio.com/Valsa](http://www.valio.com/Valsa)



### Valio Finnish Spreadable butter with Valsa®

- Two variants, produced using Finnish milk and rapeseed oil: Spreadable butter and spreadable butter light
- "Tasty, salty, creamy, and buttery" according to consumers
- 61% of the respondents say the product is perfect for their needs



### Valio Finnish Maasdam with Valsa®

- Mild and aromatic cheese
- Sweet, buttery, nutty taste with a fruity background
- Aged min. 8 weeks
- Salt 0.6%, fat 15%
- Large round holes
- Hard consistency
- Even, pale yellow colour



### Valio Finnish Cheddar with Valsa®

- Mild, balanced and fresh taste with a light tartness, smooth and creamy texture
- Perfect for all the family either on a sandwich or in cooking
- Aged 3 months
- Salt 1.1%, fat 33%

\*less salt than spreadable butter products in average on UK market.



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](http://www.finas.fi))



Valio is a member of



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