

The precision nutrition expert
Formulation - Manufacturing - Consulting

..... Innovation

Laïta Nutrition opens up new perspectives in the sports nutrition market

Specialised in the **formulation and manufacturing** of complex nutritional products, Laïta Nutrition is *the nutrition division of the Laïta dairy cooperative* and is affirming its expertise in the sports nutrition market.

The company is focusing its innovation activities on this specific segment, and **opening up new perspectives to satisfy a wide range of target consumers**.

In a market dominated by powdered products, **Laïta Nutrition has chosen to offer a liquid product**, a market in which the company has solid and extensive experience.

There are **3 types of high-protein, ready-to-drink finished products**, all developed with one ambition: **making protein more readily available**.

The company offers two high-protein drinks, one made with **plant proteins** and the other with **cow's milk proteins**, and a performance shot made with **amino acids**.

Connecting with contemporary consumer trends, these innovations are **an easier alternative to the usual tub of protein powder, in terms of both practicality and taste!**

They offer interesting opportunities for both traditional stakeholders and those who wish to enter the sports nutrition market and reach out to seasoned consumers with more of a lifestyle focus.

Visit **stand L129** at the Vitafoods Europe trade fair on 10-12 May for a sneak preview.

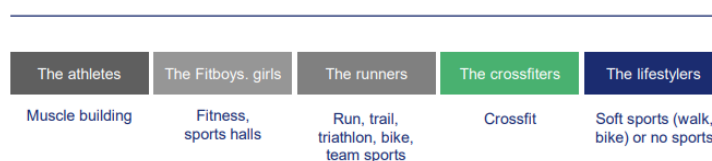
Sports nutrition: an opportunity for brands and manufacturers

If there is one sector that is constantly evolving, it is the sports nutrition sector.

Initially focused on bodybuilders and athletes, it has gradually opened up to ordinary consumers, who see sport and nutrition as a way of **adopting a healthy lifestyle**. A new market is emerging with an adapted product-response to meet the different needs and expectations of this new kind of informed consumer.

Major trends are developing at the same time - some of which have been strengthened by the Covid pandemic- and are shaping innovations in this market.

- On the one hand, there is a new collective awareness of health issues with the democratisation of sport and fitness. A **holistic approach to sports nutrition** has emerged, with a market shift from the search for performance and muscle gain to the search for health and well-being through physical activity and food.



- On the other hand, the trend for **on-the-go consumption** is driving new dynamics, as is the desire for **natural products and technicality**:
 - o The plant-based protein market is worth around €10 billion worldwide, with an expected growth of around 7% over the forecast period.
 - o The FAO estimates that global demand for protein will increase by 40% by 2030.
 - o In this period of increased awareness of plant-based alternatives, the market for vegan drinks is more promising than ever.

All of these trends present a challenge for dairy companies, who must reinvent themselves to innovate and offer new solutions to their customers.

- At the top of the standings: milk protein powders are historically the category with the highest volume. However, consumer demand for alternative proteins is driving the emergence of a **more diversified offer based on plant proteins**.
- Also, on-the-go consumption calls for different consumer products. **Work to develop on-the-go, ready-to-use formats opens up new avenues for brand innovation**.
- **Taste remains a very important factor**. The world of sports nutrition is mainly dominated by three flavours: vanilla, chocolate and strawberry. Consumers are looking for diversification. This is also a challenge for the sometimes bitter-tasting plant protein products.

3 turnkey innovations to fuel growth in this market

Laïta Nutrition is launching 3 drinks that provide the energy and protein the body needs.

The strategy is to **retain existing** bodybuilding and/or CrossFit **consumers** and to **reach a wider target of customers through a lifestyle-based approach**.

A high-protein plant-based drink: the sustainable alternative!

- This legume-based product has been designed for consumption before, during and after exercise.
- It is packaged in a 300ml bottle: a format that is already present on the market and is very popular. However, **there are currently few vegetable alternatives with such a high protein content, that are enriched with vitamins and minerals and, what is more, sugar-free**.
- At 20g/bottle (6.7g per 100ml), this is a particularly protein-rich in plant-based protein.
- For the flavour, a successful bet with a **chocolate hazelnut drink** that makes a change from the classics of the market. It has a smooth, creamy texture. It does not need to be stored in the fridge as it has a long shelf life in a UHT sterilised bottle.
- Laïta Nutrition offers a **practical** product for consumers looking for a **healthier diet with a desire to protect the environment, such as the vegan target group**.



- So yes, a **dairy cooperative has its place in the plant-based beverage industry!** Dairy companies are driving new strategies for the **nutritional and dietary transition**.

“We are first and foremost a dairy cooperative. The expertise of our health division is in the formulation of complex products. Here, this know-how is applied to the sports nutrition market. As a formulator, we have developed strong expertise that allows us to adapt to all ingredients. We have worked considerably on the selection of raw materials and actively study new ingredients that can be tested in our formulas. This is the case with the plant proteins used in one of our sports nutrition formulas, for example, while maintaining the functional and organoleptic stability of the finished product”, says Mr Lucot, Marketing Manager at Laita Nutrition.

Stimulating pre-workout shot with amino acids: an energy boost!

- To target seasoned sportsmen and women who want to **promote muscle growth and improve their performance**, Laita Nutrition offers a 70ml shot.
- It is composed of **water and amino acids** to ensure optimal performance. Beta alanine, for example, increases muscle mass. Caffeine improves concentration and reduces fatigue, while taurine helps muscle contraction and thus improves performance.
- **The product has an unusual flavour.** Laita Nutrition's aim was to position its product to stand out from the crowd and bring diversity to sports enthusiasts.

High-protein drinks made with cow's milk proteins: at the core of the company's longstanding expertise!

- Thanks to their functionalities, milk proteins bring flavour, fluidity, naturalness and performance to high-protein drinks. They are a choice ingredient in sports nutrition.
- Laita Nutrition offers a 200ml bottle made with cow's milk proteins: 25g/portion (12.5g per 100ml)



To satisfy everyone's tastes and desires, Laita Nutrition's strategy is based on customisation by offering its formulas in a range of flavours. The company has worked on the organoleptic qualities of its products to make taste and pleasure a key focus to attract more lifestyle-oriented consumers, among others!

The know-how of Laita Nutrition

1. Strong technological expertise

Thanks to its strong technological expertise, Laita Nutrition can develop unique manufacturing processes allowing its client companies to **adapt formulas to consumer needs, for example in the area of plant-based products**.

In **Ploudaniel**, Laïta Nutrition specializes in the manufacture of **ready-to-eat liquid products**. Each product is sterilized and then packaged aseptically, guaranteeing a safe, long-lasting product.

2. Complex nutritional formulas

Laïta Nutrition has an **extensive R&D team** of engineers and technicians to produce **models and prototypes of products** containing plant-based proteins.

Laïta Nutrition's **Ancenis** site has an MSD drying tower and produces milk powders for the **nutrition market**.

3. Mastering specific processes, traceability and food safety

Laïta Nutrition controls the **products, processes, and traceability** in order to guarantee the healthy quality and food safety of the products. Identification and control of the various risks in Laïta Nutrition's activity ensures that the company's products meet international safety standards. *The industrial facility in **Créhen** consists of a drying tower and a packaging workshop. This high-tech facility meets the **highest international food safety standards**: hygienic design, cleanability, foreign body risk management, etc.*

ABOUT LAÏTA

Mother company Laïta is one of the top 10 dairy cooperatives in Europe and oversees the entire milk collection process from local dairy farms, all located in Western France. No farm is more than 100 kilometers (≈ 62 miles) away from the plant that processes its milk, thereby ensuring the highest levels of traceability. Thanks to this tight control over the entire value chain, from field to fork, Laïta Nutrition can provide its customers with the highest-quality, most natural and safest ingredients possible. In turn, customers can offer diversified, responsible and healthy nutrition that end-consumers can fully trust.

As a sign of their ongoing commitment to product excellence, sustainability, and corporate responsibility, Laïta Nutrition is now implementing a new corporate initiative: 'Passion du Lait®' (Passion for Milk).

Laïta's activities:

- Consumer Products
- Dry Dairy Ingredients
- Health & Nutrition
- Animal Feed

Laïta key figures:

- 2,660 milk producers
- 1.5 billion liters (≈ 400 million gallons) of milk collected annually
- €1.4 bn in revenue (2020)
- Customers in over 110 countries
- 1 high-performance industrial facility specialized in aseptic filling for ready-to-eat products
- 4 high-performance industrial facilities specialized in drying, extrusion, membrane separation, fermentation, and dry blending
- 2 applications lab + 2 pilot plant

For further information, visit www.laita-nutrition.com and www.laita.com

