



FrieslandCampina 

Ingredients

Breaking the  
creaminess code

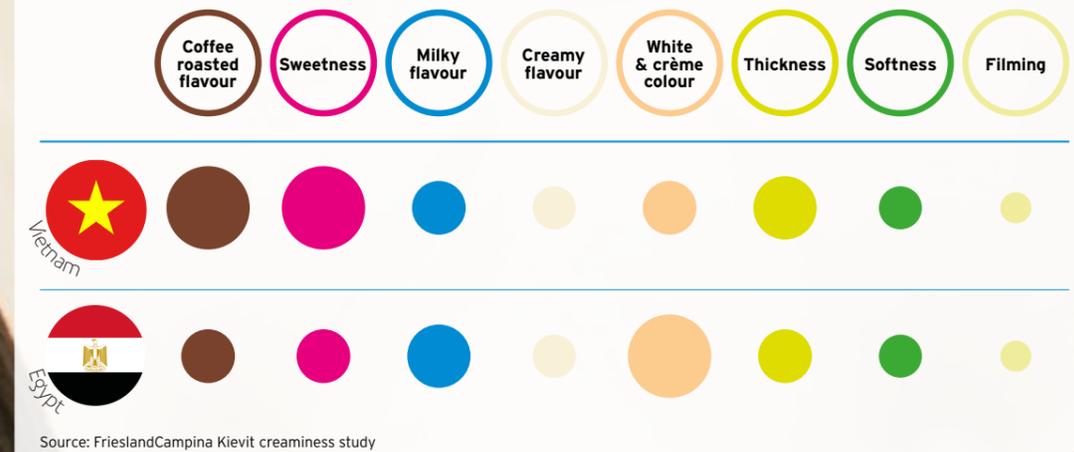


kievit®

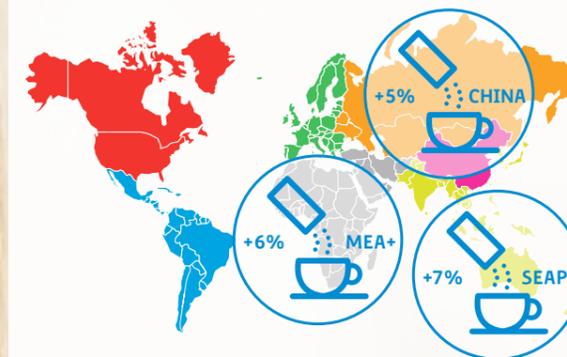
## Breaking the creaminess code

Consumers across the world enjoy creamy coffee. But different cultures have different interpretations of creaminess. FrieslandCampina Kievit has conducted in-depth research into understanding what creaminess means to different people. This has revealed eight aspects of creaminess which can be used to define creaminess around the world. By identifying these aspects and delivering them according to local preferences, we have cracked the creaminess code for this fast-growing instant coffee market. This deep understanding makes us the perfect partner to support your creamy end-consumer products. Whatever your market, and whatever creaminess means to you, we can help you turn a simple coffee into a sensory celebration based on creaminess experience.

Creaminess has different meanings in different areas and FrieslandCampina Kievit knows all about this



Growth instant mixes is mainly in Asia, Middle East & Africa\*. On global average the instant mixes market grows +3,5%



3 possible application areas creaminess portfolio FrieslandCampina Kievit

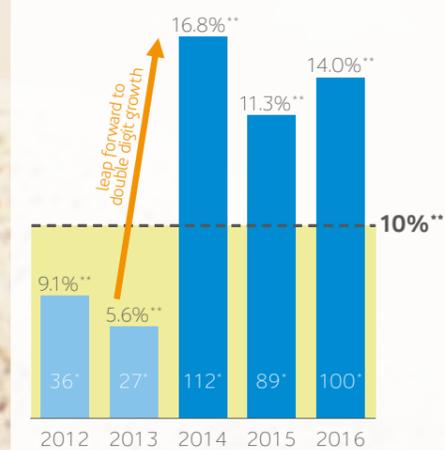


## The 8 leading attributes of creaminess in coffee applications worldwide



Source: FrieslandCampina Kievit creaminess study

Number of products claiming creaminess grows explosively since the last three years!



\* Number of new products worldwide claiming creaminess  
 \*\* Percentage: new instant mixes claiming creaminess/total new products in instant coffee mixes  
 Source: Mintel GNPD

## FrieslandCampina Kievit creaminess portfolio

NEW

### Vana®-Blanca M510

Vana®-Blanca M510 is a premium creamer that gives extra creaminess and a thickness, softness and silky mouthfeel

### Vana®-Blanca 32S

Vana®-Blanca 32S is a versatile creamer that provides a balanced, sweet and milky note

### Vana®-Blanca 35C

Vana®-Blanca 35C is a versatile creamer that creates balance and creamy mouthfeel

### Vana®-Blanca 60S

Vana®-Blanca 60S provides fatty and soft mouthfeel and it has superb whitening properties

### Vana®-Blanca M830

Vana®-Blanca M830 is an excellent creamer creating a full, sweetened condensed milk taste and texture



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Ingredients

#### About FrieslandCampina Kievit®

As one of the leading global manufacturers of beverage and food ingredients, FrieslandCampina Kievit® is trusted by the world's best loved brands to provide superior products. The passion we have for ingredients is undeniable. Whether it is in Beverages or Food, we strive for the best possible ingredients through constant innovation.

We offer a comprehensive range of ingredients with a portfolio of

powdered and liquid creamers, foaming creamers, fat powders, whipping agents and cake emulsifiers, with a focus on premium quality coffee, tea and food applications. The possibilities our ingredients open are vast. Working closely in partnership with our customers, we find the right solution for each specific application.

Our unique combination of premium quality products, passion, innovation and global capacity make Friesland-Campina Kievit your perfect Partner.

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