



Product Summary: **Gold Instant Whole Milk Powder**



The new gold standard

Since 2015, NZMP Instant Whole Milk Powder has led the world in milk powder performance and consistency. Now, it's better than ever.

Superior performance

The key features of the superior performance of NZMP Gold Instant WMP.

Through a programme of continuous improvement, we have been leveraging our world-leading dairy expertise to improve NZMP Gold Instant WMP so that it delivers even better performance and consistency, for you and your consumers.

Our improved NZMP Gold Instant WMP is available in two compositions, both of which are fortified with vitamins A and D.

Option 1: **26% Fat**

Option 2: **28% Fat**

- **Made better with world-leading expertise**

A team of 25 dedicated experts have invested over 600 hours into performance improvement reviews.

- **Proven superior reconstitution performance**

In addition to an average wettability of 7.2 seconds, we can now accurately and objectively prove the superior dissolution performance of NZMP Gold Instant WMP versus competitor brands.

- **Performance assured for tea and coffee**

We make sure that every batch is specifically tested for performance in tea and coffee.

- **Consistent powder appearance, guaranteed**

Using a scientifically recognised method and applying a tight limit, we are able to guarantee a consistent textural appearance. We also conduct three times more scorched particle tests per batch than standard NZMP instant WMP, and use double the powder volume than the international method requires.

- **Age promise at time of shipment**

NZMP Gold Instant WMP has a maximum age at time of shipment.
September – May departures: within 90 days of manufacture.
June – July departures: within 120 days of manufacture.

Applications

- ✓ **Direct repacking into consumer formats**
- ✓ **As a base powder for dry blending into consumer formats**
- ✓ **Direct powder sale (scoop market)**



This grass-fed dairy ingredient is made from the milk of New Zealand cows who can graze outdoors on the grass of open pastures, as nature intended.

The proof

Anyone can claim that their product performs better, but we can prove it.

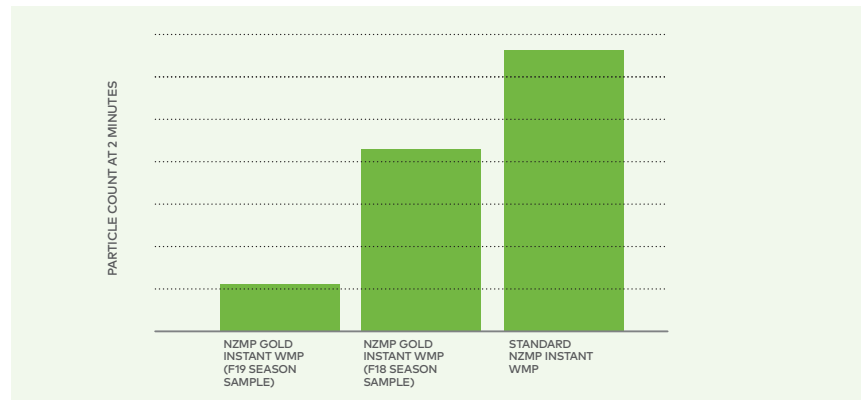
Rate of dissolution

Using the Solubility Analyser, we are able to accurately and objectively prove the superior dissolution performance of NZMP Gold Instant WMP.

There are a variety of ways in which we measure the performance of NZMP Gold Instant WMP. These methods help us achieve greater accuracy and objectivity, as well as creating a benchmark for further quality and consistency improvements.

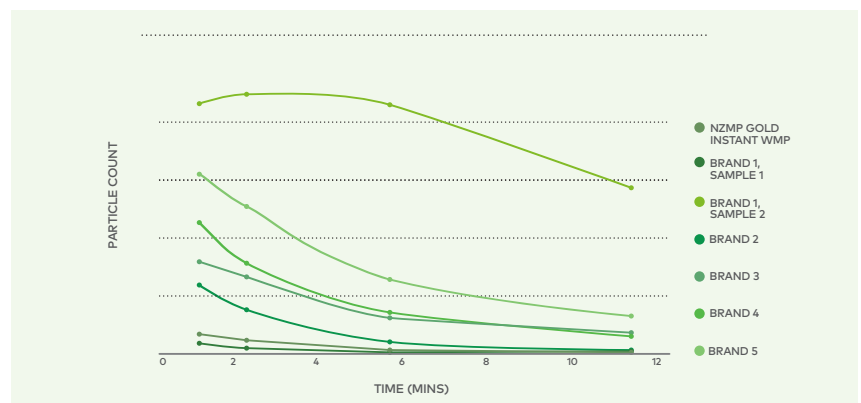
Dissolution of NZMP vs Standard NZMP Instant WMP

Here the Solubility Analyser results show the superior dissolution performance of NZMP Gold Instant WMP versus standard NZMP instant WMP. The results also show the performance improvements of NZMP Gold Instant WMP from F18-F19 seasons.



Dissolution of NZMP vs Competitor Brands

Here the Solubility Analyser results show the superior dissolution performance of NZMP Gold Instant WMP versus competitor brands.*



*there is a significant variation between brands, and even wild variation within different batches of the same brand (see brand1 sample 1, and brand 1 sample 2).

Made in New Zealand

The world knows New Zealand as the home of dairy expertise and a trusted source of natural, high-quality dairy performance.

Dedicated icons have been developed to help our customers leverage these advantages of NZMP dairy from New Zealand. Customers who purchase NZMP Gold Instant WMP can apply to use these claims on their consumer packaging:

Front of Pack Claim:



Back of Pack Claim



Talk to the dairy ingredient experts

We're passionate about sharing our deep dairy expertise to help you grow your business. Talk to us today about your dairy ingredient needs.

To find out more or to purchase our ingredients please visit nzmp.com

Ingredients by

