



Product Summary: NZMP Low-Cost Pure Instant Dairy Powder



A key ingredient for portfolio differentiation

Sustained high global whole milk powder prices are putting margins and profitability under pressure, forcing prices up, and making dairy nutrition less affordable for some consumers. As demand for a lower cost alternative to instant whole milk powder intensifies, NZMP Low-Cost Pure Instant Dairy Powder offers an opportunity to differentiate and capture gross margin or market share.

Our differentiated offering

NZMP Low-Cost Pure Instant Dairy Powder is an all dairy, value for money alternative to instant whole milk powder that delivers the natural creamy dairy taste consumers expect. High in protein, like instant whole milk powder, this ingredient is suitable for a range of different applications, and provides the unmatched performance NZMP is renowned for.

- **Value for money, all dairy alternative to instant whole milk powder**
- **Creamy dairy taste that consumers expect**
- **Enables you to price for competitive advantage**
- **Contains 24% Protein and 14% Fat**
- **High in vitamins A and D**

Key benefits for you and your customers

An all round winning product opportunity

NZMP Low-Cost Pure Instant Dairy Powder is a compelling product that gives you opportunities to extend your product range. Position as a reduced fat, or price fighter SKU, to capture additional value or volume.

All Dairy

A natural and great tasting all dairy option.

Value for Money Nutrition

The nutritional benefits of dairy at a competitive price.

Health & Wellbeing

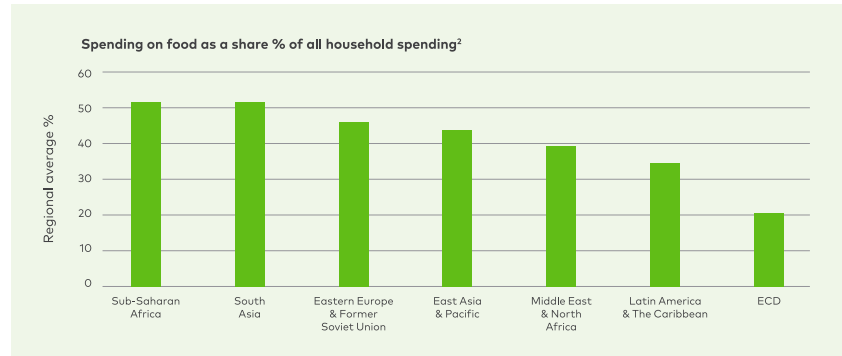
A high protein, reduced fat option for health conscious consumers.

Applications

- | | |
|--------------------------|----------------------|
| ✓ Beverage | ✓ Flavoured beverage |
| ✓ Tea & coffee whitening | ✓ Confectionery |
| ✓ Bakery | ✓ Ice cream |

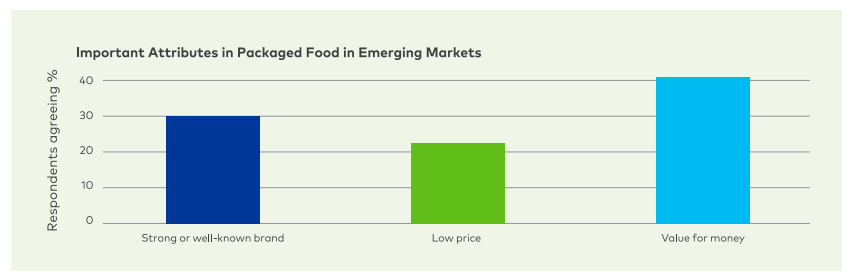
Value for money

While the percent of household income spend on food purchases in developing countries remains high, value for money over lowest price is increasingly becoming a priority. NZMP Low-Cost Pure Instant Dairy Powder provides excellent value for money by providing the great taste and goodness of all dairy, at a lower price than instant whole milk powder.



Source: Economist Intelligence Unit, Global Food Security Index, 2017

41% of emerging market consumers consider value for money more important than low price.



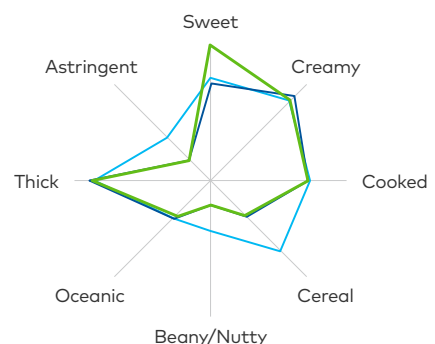
Source: Euromonitor, Affordable luxury in emerging markets, 2016

The taste consumers value

NZMP Low-Cost Pure Instant Dairy Powder has a similar sensory profile to NZMP Instant Whole Milk Powder, with a creamy dairy taste consumers prefer. It is also naturally sweeter than both NZMP whole milk powder, and NZMP fat filled milk powders.

- NZMP Low-Cost Pure Instant Dairy Powder
- NZMP Instant Whole Milk Powder
- NZMP Fat Filled Milk Powder

Testing conducted by sensory trained panelists from Fonterra Waitoa sensory lab (n=12)



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 
Dairy for life