



FOODS & FUNCTIONALS

RESEARCH • RESULTS • PARTNERSHIP • PROGRESS • 1/2011

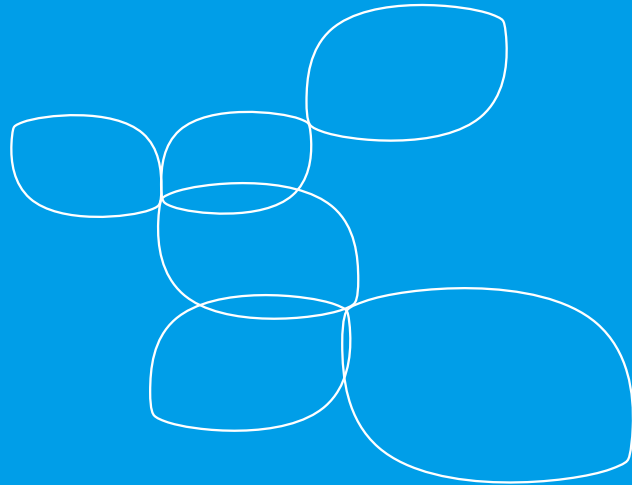
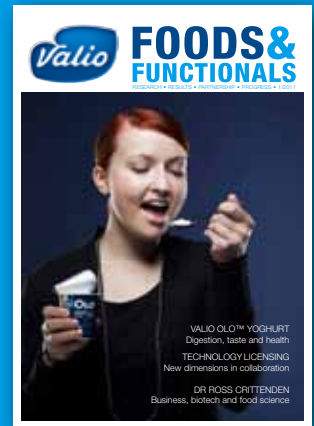


VALIO OLO™ YOGHURT
Digestion, taste and health

TECHNOLOGY LICENSING
New dimensions in collaboration

DR ROSS CRITTENDEN
Business, biotech and food science

- 3 Who's Who 2011
- 4 Valio OLO™ Finnish first in taste and health
- 5 Leader of the pack
- 6 Getting even more from technology licensing partnerships
- 7 Collaboration in manufacturing
- 8 New products
- 11 All roads lead to Valio



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Valio Technology Sales – Who's Who in 2011

Bringing new energy and a sharper focus to technology licensing and sales

The Technology Sales group is now part of Valio R&D, linking collaboration with our licensing partners ever more decisively to the development of Valio innovations. Closer proximity to the core of R&D also helps us find fresh opportunities for Valio to contribute to the development of new products and processes for our technology customers.

Other responsibilities of the Innovative Concepts and Technologies Group which formerly encompassed technology sales have been relocated to the appropriate business units.

Technology Sales personnel profile

Dr. **Ross Crittenden** has been appointed to lead Technology Sales from June 1st, 2011 (see page 11). Mr **Esa Laurinsilta** recently followed his interest in the forest industry to join UPM.

Maritta Timonen's primary responsibility is Valio Zero Lactose™ technology. **Antoine Meurisse** is to continue in market development with a special interest in Central Europe. **Kalle Leporanta** will focus on probiotic *Lactobacillus GG*.

Henrik Yli-Seppälä, following a stint in Corporate Planning, has been recruited from Valio International Operations and Innovations to explore new licensing opportunities. His experience in new business development as well as strategy projects in Valio and its subsidiaries makes him a valuable addition to our team.

Detailed information on the Technology Sales group and the roles of its members will be provided in later issues of this publication as well as directly to our licensees. ■



Kalle Leporanta with news about the new team

Valio OLO™ digestion yoghurt

Finnish first in taste and health

In a major new launch, Valio put its development and marketing expertise to good use identifying and filling a highly competitive niche. Elli Siltala talks taste with a timely reminder about the importance of expert R&D and truly effective marketing.

Valio is Finland's number one yoghurt producer with an immense portfolio including the undisputed brand leader Valiojogurtti®. The national yoghurt market has shown itself to be recession proof and products designed to aid digestion are proving particularly popular.

Stomach friendly yoghurts from abroad have precipitated growth across the sector, but pent up demand for a local precision product made from fresh Finnish milk is now being met by Valio OLO™ digestion yoghurt.

Tasting good, feeling great

Consumers wanted a tastier solution that makes aiding your digestion a pleasure rather than a chore. Valio OLO™ digestion yoghurt is now available in even the smallest stores throughout Finland. It's the value added product with a thick and creamy texture that's creating new occasions for yoghurt consumption as part of a meal, a dessert and a snack product.

We're looking to make Valio OLO™ digestion yoghurt Finland's number two yoghurt brand, second only to but not cannibalising Valiojogurtti®. And in the process to grow the yoghurt category as a whole, and ramp up the digestion class in particular.

Digestion matters

Bloating, constipation and flatulence are the irritating symptoms of a poorly functioning stomach and digestive tract that diminish our quality of life, impacting people's everyday experience every day, especially given our hectic lifestyle where we often don't have the time to eat properly. As many as 80% of adults in Finland say they experience digestion problems.

The taste and effect you want from ingredients you trust

With GOS and polydextrose fibres actively aiding



Valio OLO™ digestion yoghurt is the best tasting yoghurt we've ever made! And that's given us a head start in the market for yoghurts that help your stomach work better and speed digestion.

Elli Siltala is Product Group Manager, Fresh Dairy snacks, and responsible for Valio's Fresh Product exports.

digestion, Valio OLO™ digestion yoghurts also contain Valio's patented LGG® Extra multispecies probiotic combination plus added vitamin D.

High fibre Valio OLO™ digestion yoghurt is an easy and tasty way to add fibre to your daily diet and just one cup (125g) provides a fifth of the recommended daily intake. The health effect is endorsed with a money back guarantee if you're not happy with the outcome after the first 14 days.

Valio OLO™ digestion yoghurts are the perfect solution if you suffer from e.g. slow transition. Great taste and texture mean more motivation to add this special yoghurt to your daily diet, as it promotes a good feeling, too.

Getting the message

Our marketing communications for the new product focused on clear and unambiguous design and presentation. The initial launch included six flavours to help encourage consumers to try the new yoghurt. We needed to make people aware that there's a new brand on the shelves. TV was selected as the main launch media, combined with print, radio, outdoor and Internet impact; plus social media where Valio is seen as the forerunner in Finland.

Sharing success

Valio's success in leveraging our new product development and marketing expertise to gain a significant foothold in the fast-growing and highly competitive digestion yoghurt market is just one example of the value added that Valio delivers to its licensing partners. If this kind of collaboration supports your business model, too, then why not get in touch and let's talk! ■



If you need more information on licensing opportunities for LGG® Extra, please contact Export Manager Henrik Yli-Seppälä, henrik.yliseppala@valio.fi

Leader of the pack

In their distinctive blue livery, truly tasty Valio OLO™ digestion yoghurts are low in lactose with a regular fat content, and the six delicious flavours sweetened with sugar are full of fruit, fresh Finnish milk, and ideal for the whole family as a healthy snack, dessert or evening treat.



Cross-manufacturing collaboration deepens technology licensing partnerships

Moving forward from licensing Valio’s LGG® to Zero Lactose™ and Evolus® technologies, long-time partner Kaiku Corporación Alimentaria has seen its enhanced relationship with Valio develop organically over time.

Valio is strong, innovative and imaginative, and for like-minded partners working with one technology leads to another. As the association builds, it becomes natural to broaden cooperation as both sides look to create further value.

Where key products are highly valuable to a concept mix but low volumes inhibit production, there can be more to collaboration than licensing, as partners work together to support each other in bi-directional manufacturing and supply for greater joint success.

Valio and Kaiku add ongoing value

Kaiku is continuing to extend its lactose free range by sourcing products as well as expertise direct from Valio. Both companies find it pays to add star products that promote variety and grow sales right across the portfolio. Cross-manufacturing or

for instance packaging development makes this a practical imperative.

Continuing an arrangement dating back to 2005, Valio-Vache Bleue produces Sin Lactosa cheeses for Kaiku, who employ Valio technology to make entirely lactose free yoghurt and chocolate milk for Vache Bleue’s Valio Zero Lactose™ range. Most recently, Valio started manufacturing lactose free cooking and whipping creams for Kaiku.

This kind of collaboration is particularly appropriate for specialty products like Valio Zero Lactose™ that require expert technology. Valio’s international cold chain guarantees safety and quality for UHT products and cheese sold abroad. Licensee-to-licensee technology cooperation overseen by Valio for LGG® products sold by Kaiku and Emmi AG adds a further dimension to what can be achieved through close, long-term business relationships in leading edge dairy foods. ■





Made in Finland
for Kaiku



Manufactured by Kaiku
for Valio-Vache Bleue



More information on: www.zerolactose.be
www.facebook.com/kaikusinlactosa



New products with LGG®

AUSTRALIA

Country: Australia
Company: Parmalat
Product Brand: Vaalia Innergy
Product type: Probiotic dairy drink
Package: 6 x 90 g bottles
Note: First product in Australia to focus on immunity



JAPAN

Country: Japan
Company: Takanashi
Product Brand: Takanashi yoghurt Asa-rakuda
Product type: Yoghurt with added LGG®
Package: 450 g cup
Note: Smooth breakfast yoghurt



SOUTH KOREA

Country: South Korea
Company: Maeil Dairy
Product Brand: Pure 0%
Product type: Drinking yoghurt with fruit
Package: 130 ml bottle (4 x 130 ml)
Note: Extension of the Maeil Pure range with Skimmed milk products



Country: South Korea
Company: Maeil Dairy
Product Brand: Pure
Product type: Set yoghurt
Package: 85 g cup (4 x 85 g)
Note: Now also set yoghurt with LGG®





New products with LGG®

NORWAY

Country: Norway
Company: Tine
Product Brand: Biola Pluss
Product type: Yoghurt with fruit and fibre
Package: 4 x 125 g multipack, 500 g cup
Note: Biola yoghurt products totally revamped



FINLAND

Country: Finland
Company: Oriola
Product Brand: Gefilus®
Product type: Chewing tablets with LGG®
Package: 60 and 30 tablet bottles, 15 tablet blister packs
Note: Chewing tablets with xylitol and LGG®, raspberry-strawberry flavour



SWITZERLAND

Country: Switzerland
Company: Emmi
Product Brand: Aktifit
Product type: Probiotic drink with LGG®
Package: 6 x 65 ml bottles
Note: New flavour versions, strawberry low fat, and multifruit





New lactose free products employing Valio technology

SPAIN

Country: Spain
Company: Kaiku
Product Brand: Kaiku Sin Lactosa
Product type: Lactose free whipping cream
Package: 200 ml
Note: New product in the Kaiku Sin Lactosa product family



Country: Spain
Company: Kaiku
Product Brand: Kaiku Sin Lactosa
Product type: Lactose free cooking cream
Package: 200 ml
Note: New product in the Kaiku Sin Lactosa product family



FINLAND

Country: Finland
Company: Valio Ltd
Product Brand: Valio Laktoositon™
Product type: Lactose free low fat milk drink
Package: 1.5 l, ESL
Note: New package size

Country: Finland
Company: Valio Ltd
Product Brand: Valio Laktoositon™
Product type: Lactose free low fat milk drink
Package: 250 ml, UHT
Note: New package size

Country: Finland
Company: Valio Ltd
Product Brand: Valio Laktoositon™
Product type: Lactose free fat free milk drink
Package: 1.5 l, ESL
Note: New package size



Blending business, biotech and food science

Dr Ross Crittenden describes the research trajectory that time and again led to Valio

I enjoy biological sciences and food, so it seemed natural to combine them and I've made a career in food biotechnology largely related to the dairy industry.

My first contact with Valio came during a collaboration with a Finnish University, when I met Dr Kari Salminen, who was heading up Valio R&D, and his LGG® specialist Maija Saxelin.

Following Finnish expertise

I was next involved in a project with a world renowned Finnish research centre, with which Valio was an industry partner. Given that I was focused on probiotics and prebiotics, I naturally exchanged ideas with Valio researchers then and during a subsequent EU project.

Much later, working on probiotic microencapsulation with CSIRO Food Science Australia, I again found myself collaborating with Valio R&D.

When it came to probiotics, it seemed all roads led to Valio! So I'm delighted to have been given the opportunity to lead the Technology Sales team.

Technology with taste

Valio has always been a leader in applying science and technology to make innovative dairy products, while never losing sight of the key commercial imperative to develop great tasting products. I hope to contribute to Valio's continuing success and advance the company's worldwide reputation as a dairy science and technology leader producing the highest quality foods.

The business of research

I started my career in an academic environment,

but have found myself increasingly drawn to the commercialisation of science and technology. My new role at Valio provides me with the perfect opportunity to apply my business experience and grow my knowledge of dairy science.

I enjoy working at the interface of science and business, translating science into commercial success. I've found that communication is key to bringing the worlds of research and commerce together and I expect that to be an important part of my work with Valio licensees.

Milk and health

Milk is a complex biological fluid with many roles beyond nutrition that we are only just beginning to understand. It's also one of the few foods that tastes great and is good for you as Valio well knows.

In investigating the impacts of specific dairy proteins on health, there are exciting opportunities to develop unique dairy products with different milk protein fractions, an area of expertise here at Valio. ■



Raised in the tropical north of Australia, I once took a Finnish Professor windsurfing, a chance encounter that brought me to Finland as a researcher for the first time in 1997. One of my most important discoveries here was a taste for quark, and Valio's Vanilla Rahka with fresh strawberries has become a firm favourite.



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