

FeelGood Kefir

Kefir – an ancient dairy category on the rise

eXact® Kefir12 is unique because it contains 12 live bacteria. Combined with a Yoflex® culture it reinvents the kefir category with a tasty “super” kefir containing **14 live bacteria**

Mega trends in Dairy 2.0* motivates the rise of kefir

Consumers want simple, naturally functional food
Dairy is reborn as a natural whole food

- In the new era, Dairy 2.0, companies are focusing on the “naturally healthy” image of dairy products
- Key focus for the consumers are the benefits of ingredients that are a “natural and logical” fit for the product type

Uniqueness of eXact® Kefir12

- ✓ Reinvention of a product type with a strong heritage
- ✓ Naturally healthy – traditional kefir has intrinsic health benefits
- ✓ FeelGood Kefir is a super version of kefir with 14 live bacteria.
- ✓ Delicious flavor - mild or sparkling depending on preference
- ✓ Texture - smooth and soft
- ✓ Clean label

Combining these characteristics *FeelGood Kefir* is a tasty, healthy reinvention of the kefir category that meets consumer demands for Dairy 2.0

For further information, visit
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