

## SoBenefik, new finished product concept by Epi Ingredients designed to inspire manufacturers and drive innovation

After the massive success of SoFlexi, first concept of the SoUnik range, Epi Ingredients has decided to repeat the experience and is excited to announce the launch of SoBenefik, a high-protein yogurt concept produced only with ultra-filtered dairy powders. Designed to illustrate the unique features of Epi Ingredients' offering, SoUnik is a range of on-trend finish product concepts developed to help food, beverage and nutrition manufacturers visualize what they can do with the company's ingredients. "Indeed, the goal for Epi Ingredients is not to sell these concepts. With this range of finished products, we are merely aiming at driving innovation, showcasing the company's application expertise and dairy ingredients know-how as well as promoting the use of our specialty ingredients, in this case native protein Epirot 60 UL, in new product developments", explains Mathieu Lucot, marketing manager at Epi Ingredients.

What is SoBenefik? - It is a protein-packed yogurt containing 8% protein, live cultures and a rich, extra-creamy texture



while being low-fat. This is made possible with the use of Epirot 60 UL, a native milk protein concentrate produced directly from fresh milk through a cold filtration process allowing for minimal denaturation and optimal functional & nutritional properties.

SoBenefik is indeed produced using exclusively high-quality dairy powders, cultures and water. This distinctive feature makes it particularly interesting for markets

where the fresh milk supply may be limited, or where preserving the integrity of fresh raw milk can be challenging.

As for SoFlexi, SoBenefik was developed with the end-consumer in mind, as a clean, convenient and affordable smart snacking option for increasingly time-deprived modern consumers. Research conducted by Mintel in collaboration with SPINS reveals the ongoing decline of conventional snacking in favor of fresh snack offerings<sup>1</sup>, making SoBenefik particularly relevant in today's landscape.

Products modeled on SoBenefik and using Epirot 60 UL will make it easy for consumers to choose a high-protein yogurt over a higher energy, seemingly more attractive option. Indeed, SoBenefik both offers a creamy, indulgent mouthfeel and delivers on the healthy attributes: high-protein, low fat and rich in native calcium. It even offers the additional benefit of supplying about 30% of the calcium RDA per 100g. If you want to experience it for yourself, SoBenefik samples will be available to taste at the company's upcoming tradeshow appearances. ♦

## Ucima goes to Tehran and Mumbai to promote the excellence of Italian technology

The Italian Automatic Packaging Machinery Association organized promotional initiatives for the Italian packaging industry at the two important trade fairs PacProcess (Tehran, 11-14 October) and PacProcess India (Mumbai 24-26 October).

Iran and India are two strategic markets that are showing strong interest in Italian technology due to its high degree of customisation and innovative characteristics in terms of automation, sustainability, predictive maintenance and robotics.

In 2017, Iran imported a total of 210.7 million euros of packaging machinery, an increase of 14.2% on the previous year. Italy was the country's second largest trading partner after Germany

with sales of 60.3 million euros (up 16.3% on 2016) and a 29% share of the total. For the three-year period 2018-2020 the Ucima Research Department is forecasting annual average market growth of 1.7% and a 5.2% increase in Italian exports.

In 2017 India imported a total of 427.8 million euros' worth of packaging technology (down 3.1% on 2016), a contraction caused by the growth of local machinery manufacturers which hold a 60% share of the domestic market. Italy is the country's second most important trading partner with exports worth more than 100 million euros (-3.9%, in line with the market as a whole) and a 23.8% share of total imports. For the three-year period 2018-2020, the Ucima Research

Department is forecasting annual average market growth of 6.9% and a 4.5% upturn in Italian exports.

The Italian participation in PacProcess Tehran and PacProcess India is part of the partnership agreement signed in 2017 between Ucima, Ipack-Ima and Messe Düsseldorf. Under the terms of the agreement, the organisations provide mutual support with each other's trade fairs and Ucima offers its assistance for international events organised by the German trade fair management company as part of Interpack Alliance. The aim of the partnership is to create a reference network for companies operating in the processing and packaging industry in a number of key markets for Italian technologies. ♦